

# LIFE



STORIED ISLES  
OF ROMANCE IN  
THE SOUTH SEAS  
BY ELIOT ELISOFFON

TAHITIAN GIRL BATHING

20 CENTS

JANUARY 24, 1955



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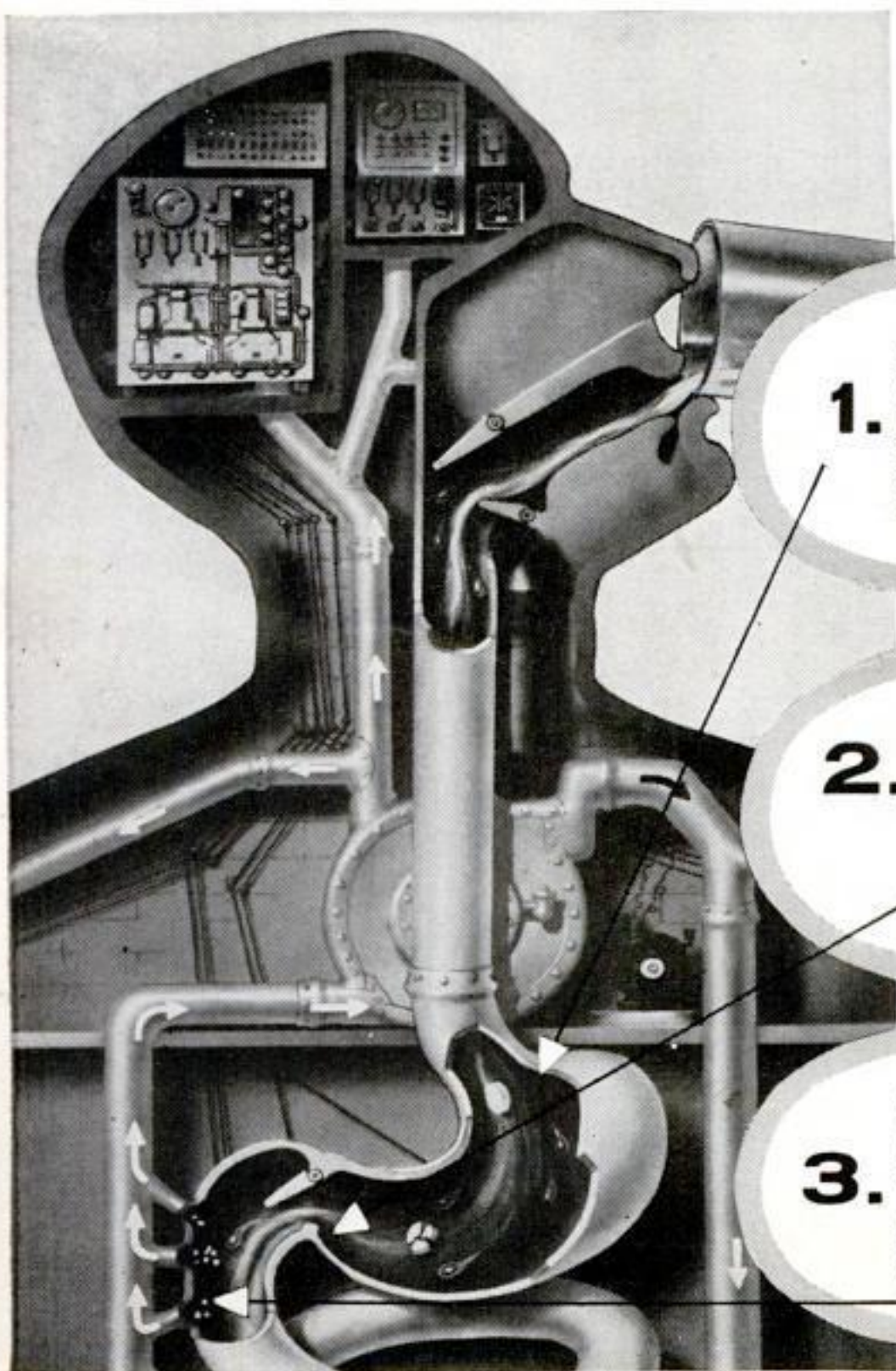


*Says Arthur Godfrey,  
"Take it from me,*

# BUFFERIN<sup>®</sup>

## acts twice as fast as aspirin

**AND IT WON'T UPSET YOUR STOMACH!"**



**1.** Medical science knows that a pain reliever must go through the stomach and into the blood stream in order to relieve pain.

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OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN**





The layer-collar suit (above) and the stitched-collar suit (below). Both Sacony "Fashion Pointers," in rayon versions of costly silk-and-worsted suitings. Each \$25.

HATS BY JOHN FREDERICKS; JEWELRY BY FREIRICH



Two of the suits Sacony makes in cool, non-wilting Palm Beach\* cloth. Knit margins on one (above) and detachable white piqué on the other (below). Both suits are \$25 each.

AND UNDER THE SUITS, SACYONY GIRDLES

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Any one of these suits can be yours tomorrow. Here's what to do. At least one store near you sells Sacony suits. Get there as fast as you can with this page in your hand. Someone on the main floor will direct you to the right department. Then point out to the salesperson the style you've set your heart on.

If you don't *know* what store to go to, dial the telephone number of Western Union. Ask to speak to

Operator 25. Tell her you want to know where to buy a Sacony suit. She has store names at her fingertips. Or, to get a list of stores by return mail, simply write Sacony, College Point, New York.

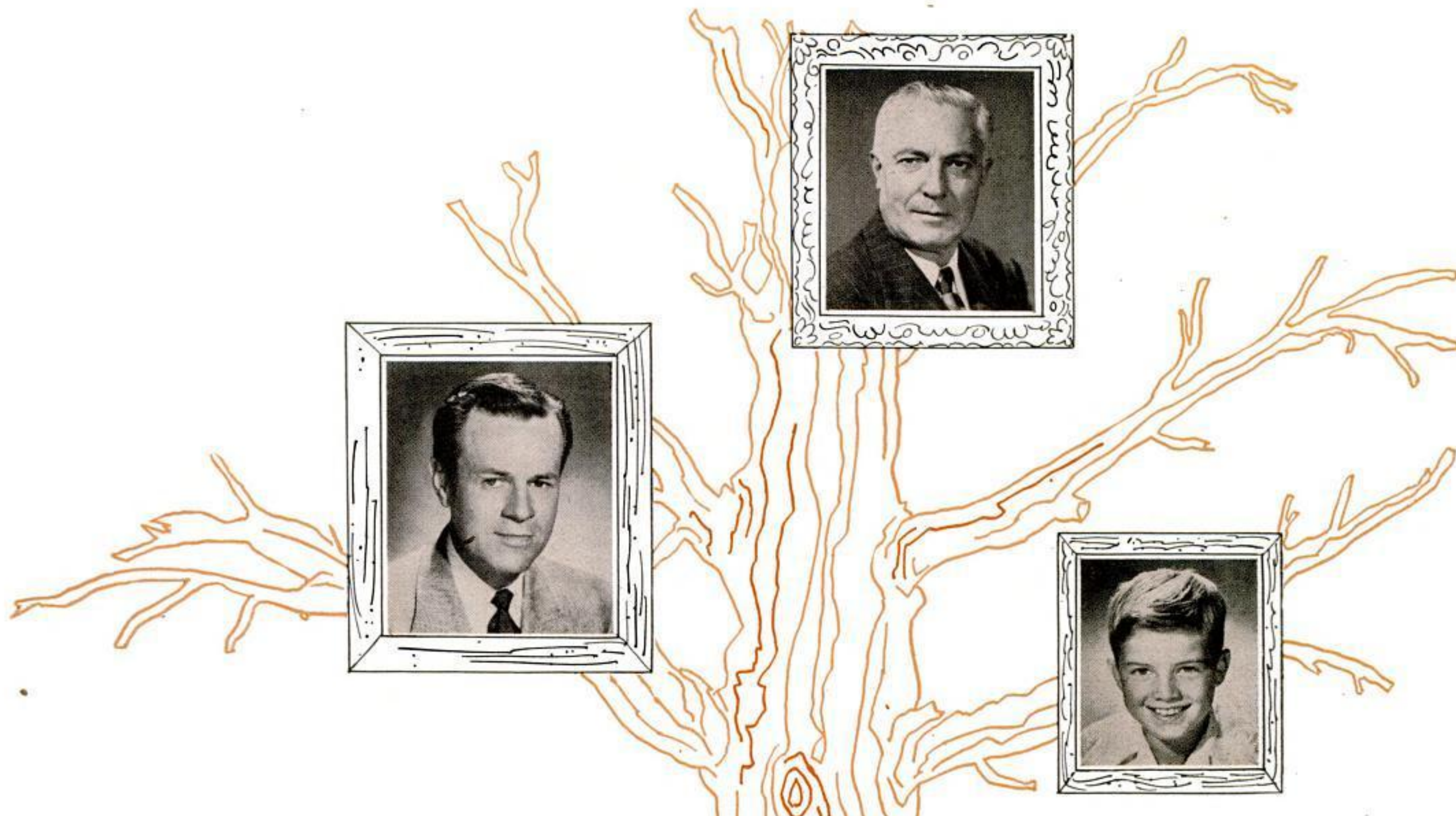
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\*PALM BEACH TRADEMARK REG. BY GOODALL-SANFORD, INC., MFR. OF CLOTH

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## A story that covers three generations

**H**ERE is a story of Life insurance protection "The Metropolitan Way." It is a story which covers the hopes and ambitions of a Chicago family during not one or two but *three* generations.

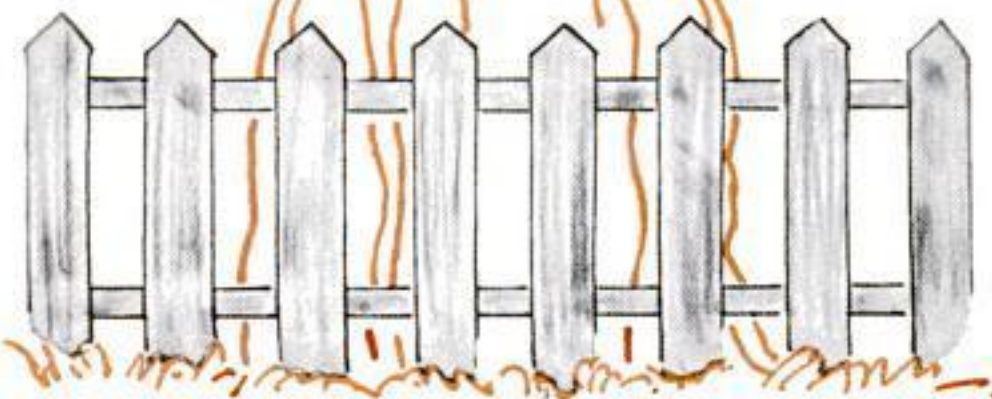
This is not an unusual story by Metropolitan's standards. In fact, it is a common one in the millions of homes served by Metropolitan's Field-Men. It illustrates the many benefits which come from a well-planned program of security—one which is sufficiently flexible to meet a family's changing needs through life.

### First generation of service

Some years ago a young businessman arranged with his Metropolitan Representative for protection by the Company's time-tested Whole Life insurance plan. Since 1909 this particular plan has been most popular because of its broad and flexible benefits. These were arranged to provide, in case something should happen to the young husband, a moderate amount of cash and a monthly income for his wife.

In due course, other Life insurance was arranged by the Metropolitan man to help the policyholder, for example, to protect his new home and to assure the future education of the children. As the young man progressed in business, and his income increased, more Life insurance was secured to provide for even broader family protection.

The children grew up and then in view of the father's impending retirement, his insurance program



was rearranged by the Metropolitan Representative. This provided for a steady monthly income for life for his wife and himself, made adequate provision for final expenses, and also left something for the children.

### ... second generation

When the children finished their education and were ready to make their start in the world, they received a small nest egg from the Metropolitan insurance their father had bought for them when they were young.

After the children married and assumed their own responsibilities, it was natural for them to turn to the same Metropolitan Representative to help them make their futures secure. Basically, their objectives were the same as those of their parents, but conditions were different. Accordingly, the Metropolitan man developed a program of Life insurance protection which was realistic in light of such new conditions as the inflated dollar and the increase in taxes.

### ... and the third

Now that these young people have become parents themselves, they have been prompt to assure *their* children of a happy, carefree childhood and a good education through Life insurance. Thus, hopes and ambitions which grew naturally out of love and affection, were made *certain* by "The Metropolitan Way" of insurance planning.

The whole story is simply one example of the kind of service which is available from any one of the Metropolitan's 1000 District Offices throughout the United States and Canada. These Offices are staffed by trained men who are equally competent to advise on the technical aspects of Business insurance, and the complications which sometimes result from estate and inheritance taxes.

As this story illustrates, Metropolitan Field-Men are ready and anxious to give the understanding and efficient service which enables Life insurance to meet changing family needs from generation to generation. Families everywhere have learned to expect this sort of service from Metropolitan men. They know that...

**Metropolitan service is**  
as local as Main Street ...  
as close as your phone

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# Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



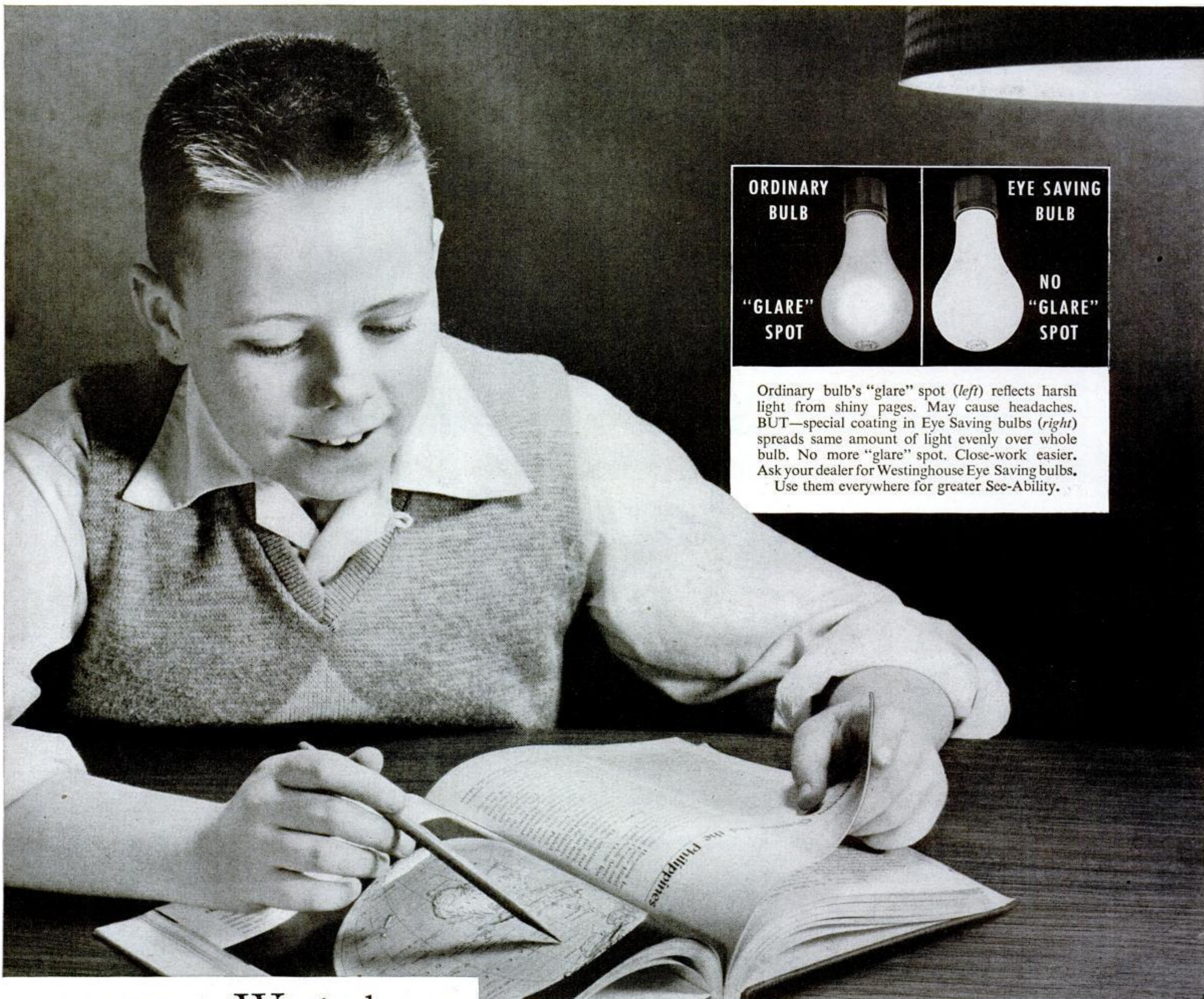
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FECX-1AE-37E8



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 <p>"GLARE" SPOT</p>	 <p>NO "GLARE" SPOT</p>

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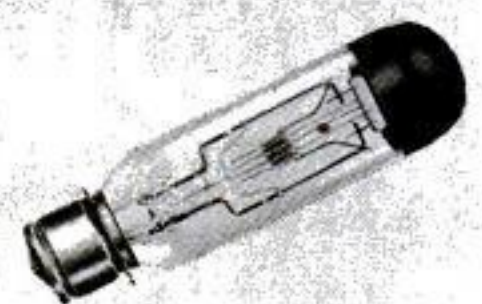
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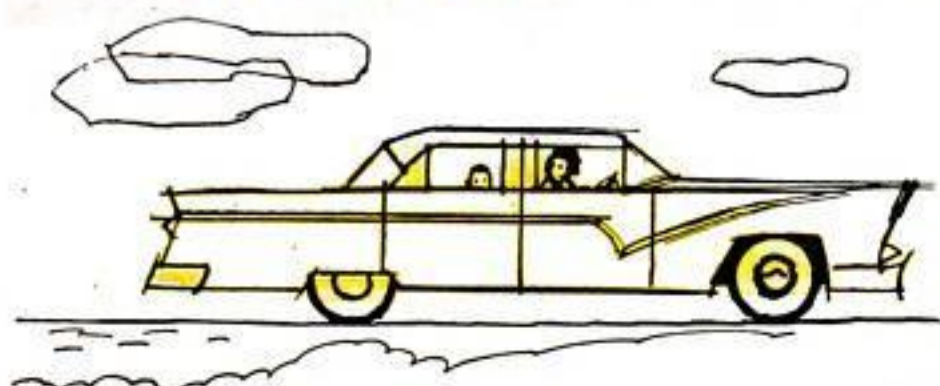
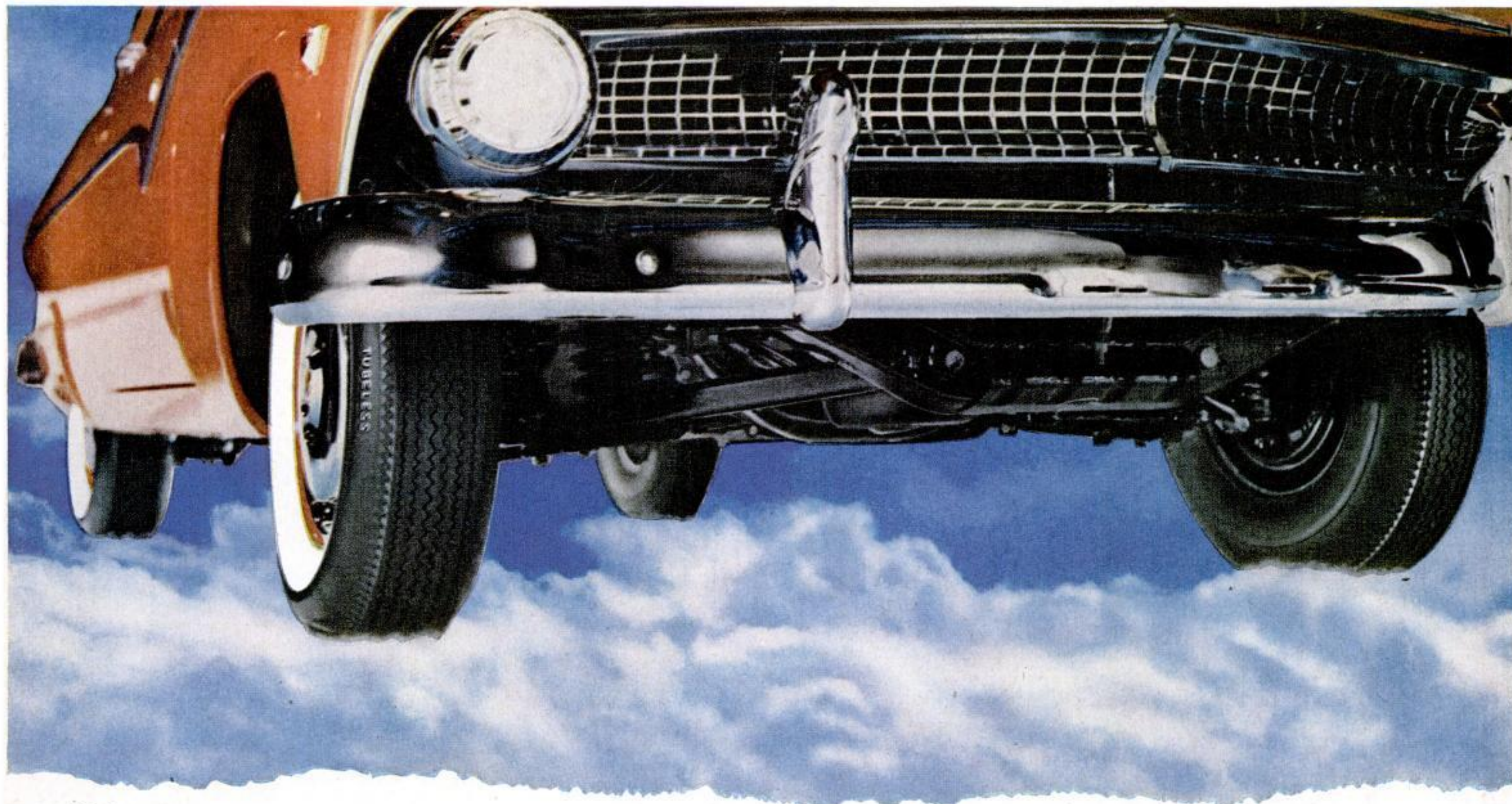
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For generations, stacks of Aunt Jemima buckwheats have made winter mornings seem warmer

# Winter sharpens it...

## *the hunger men have for Aunt Jemima Buckwheats*

IT'S a hunger born of boyhood memories—the hunger for old-time buckwheat pancakes. That means Aunt Jemima buckwheats; they're a tradition in our land. Rich, buckwheat flavor to set a man's heart singing. Lightness to quicken his step. He may not ask *outright*, but the longing is there for a meal of tangy, tender buckwheats . . . Aunt Jemima buckwheats. Surprise him, and the family, *tomorrow morning*.

Would you like a reproduction of this oil painting of the cozy breakfast scene, on heavy stock for framing? No advertising. Send 25¢ (coin; no stamps) to cover cost of mailing and handling. Address: Picture, Box 5008, Chicago 77, Illinois.



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you just add milk



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## BEETHOVEN'S

5th SYMPHONY

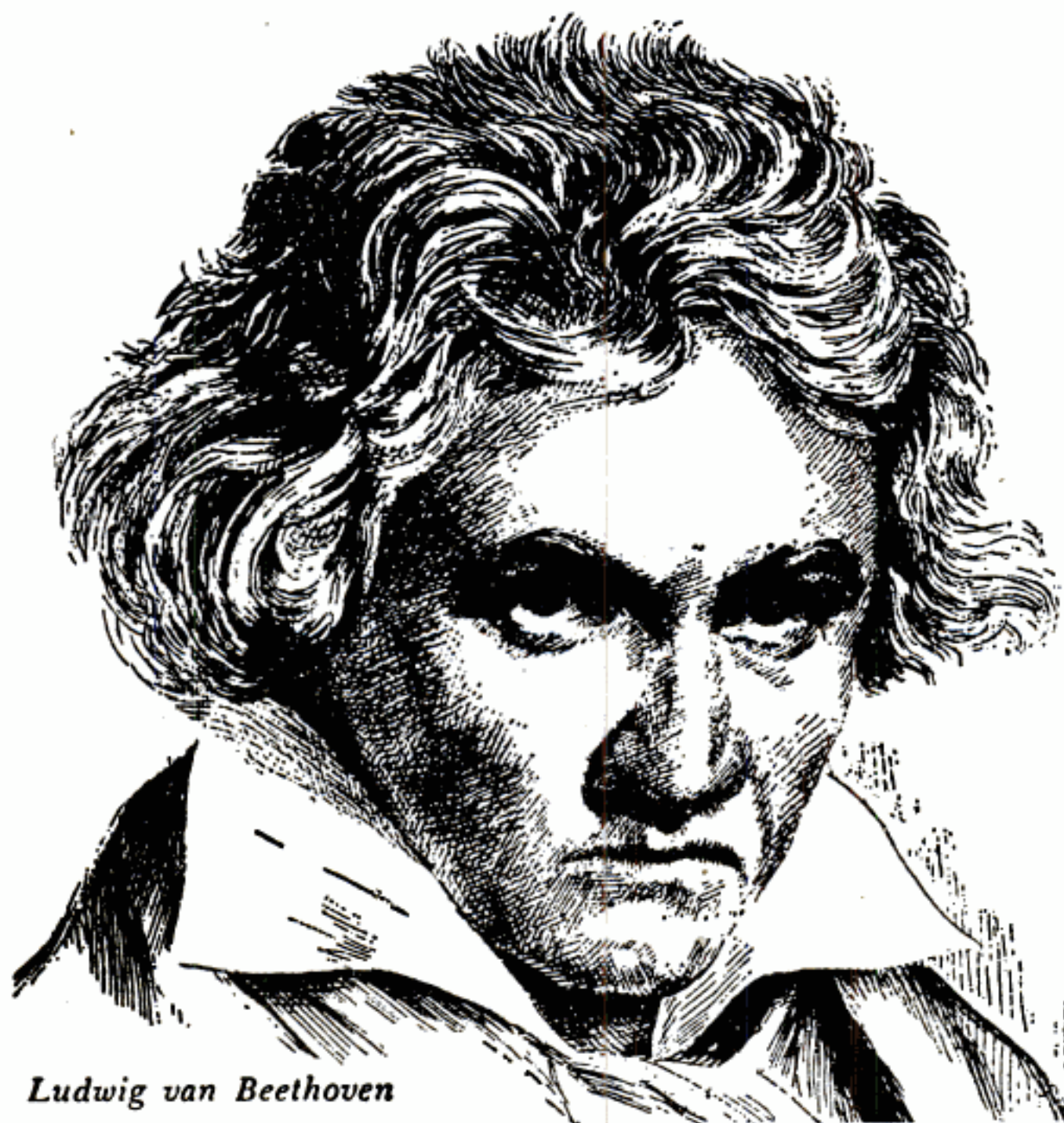
and on the other side

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"UNFINISHED"

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\*Both works also available on four 7" 45 rpm Extended Play Records — all for only 10¢.



Ludwig van Beethoven



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Ordinarily, a long-playing record comparable to this one in quality of performance and sound, but containing only ONE symphony sells for as much as \$5.95. But we want to send it to you for only 10¢ — to acquaint you with the remarkable, widely acclaimed new planned program called MUSIC TREASURES OF THE WORLD.

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Under the planned program of Music Treasures of the World you can now enjoy in your own home the world's great music of your choice . . . beautifully recorded on the latest high-fidelity electronic equipment, with the full range of sound the human ear is capable of hearing (30-15,000 cycles per second) . . . yours for much less than the price you would normally expect to pay! Yes, recordings of these same works usually sell at retail for as much as \$5.95 each—but because assured distribution to members eliminates the usual expense of unsold records—and because of the development of mass-production high-fidelity record pressing equipment—we are able to offer these 12-inch long-playing high-fidelity records exclusively to our members for only \$2.98 each!

#### WHAT DOES THIS MUSIC PROGRAM INCLUDE?

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By accepting this introductory offer now you will also be automatically enrolled in our fascinating home study Music Appreciation Course—*absolutely free!* Each month you will receive—FREE—a new issue of our Course. In a short time you and your family will be able to understand the fine points of music and be able to listen to it in much the same manner as do the critics and composers themselves!

#### HOW THIS UNIQUE MUSIC PROGRAM WORKS

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# LETTERS TO THE EDITORS

## SPECIAL ISSUE: FOOD

Sirs:

LIFE magazine has performed an outstanding service to agriculture and the food industry in its special issue (Jan. 3).

The color photography of American farm scenes is the most impressive I have ever seen. The many articles on food production, processing and marketing are excellent.

This highly informative issue will provide millions of American consumers with a better understanding of the story of food—from the farm to the dining table.

May I congratulate you upon a job well done.

E. T. BENSON  
Secretary of Agriculture

Washington, D.C.

Sirs:

... The articles, and especially the lead editorial, were the best I have ever seen in a magazine with a large urban circulation. A number of my friends in the farm organization leadership have commented on the special issue in high terms.

E. R. EASTMAN  
Editor

*The American Agriculturist*  
Ithaca, N.Y.

Sirs:

The photography of your food number is impressive. But Americans hardly need to be further impressed with their own plethora and "super-osity": we are ethnocentric enough. Those in Europe and Asia will have strengthened their impressions of America's luxury, wastefulness, complacency, boastfulness, hypocrisy and obtuseness to these impressions we make upon the rest of the world.

THOMAS DAWES ELIOT

Walworth, Wis.

Sirs:

My New Year resolution will be to eat as little as possible so as not to add to the endless trouble of producing food.

KATHLEEN RICHARDSON

Maplewood, N.J.

## TRADITIONAL DISHES

Sirs:

As an authentic Southerner used to authentically Southern fried chicken, I protest. Your recipe for same ("Traditional Dishes That Do Us Proud," LIFE, Jan. 3) isn't authentic. Just leave off that water treatment—steamed chicken, sacrilege—and fry it crisp.

MARY R. WHEELER

Waynesboro, Va.

● LIFE's fried chicken, the specialty of a real Southern cook, is both authentic and crisp.—ED.

## WAYS TO CUT DOWN KITCHEN WORK

Sirs:

How could you let your "experts" take you so far out on a limb in your timesaving article ("Ways to Cut Down Kitchen Work," LIFE, Jan. 3)?

I am not an epicure but a Yankee housewife who knows something about the taste of food. To presume to serve frozen fish (tasteless!) and canned beans and mushrooms (dead tasting!) when fresh items can be prepared in a very few minutes is a crime. . . .

KAY VINING

Baltimore, Md.

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Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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Sirs:

Eliot Elisofon's picturegraphs "How Beef Gets to Beef-eating Nation" is without doubt the finest and most understandable ever published and should become part of every schoolroom in the country.

But I have a bone to pick with your experts. Are hand beating, whipping and chopping tools a time-saver over electrically operated mixers and choppers?

BILL McDERMOTT

Brooklyn, N.Y.

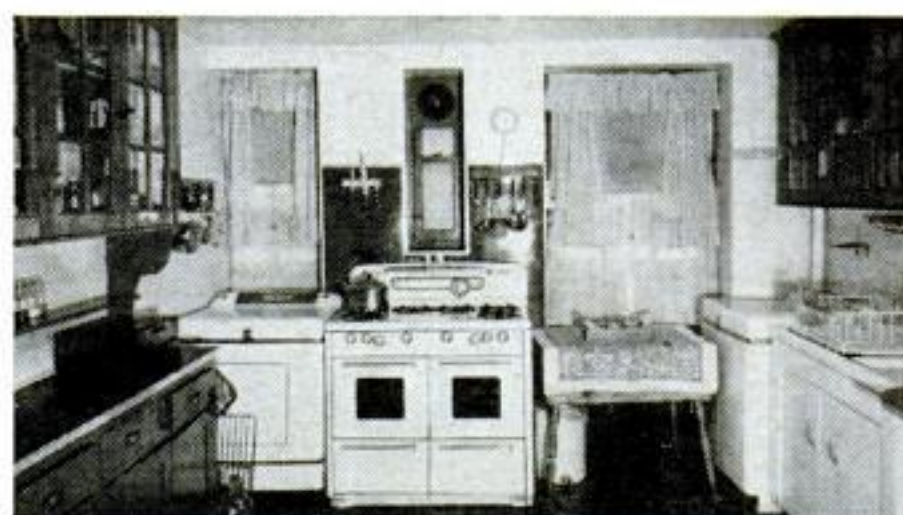
● LIFE's experts were asked to limit their suggestions to items everyone could afford.—ED.

Sirs:

I find it hard to visualize the real kitchen you re-created. Isn't there a table anywhere?

MRS. FRANK DARIN

Detroit, Mich.



ORIGINAL KITCHEN ABOVE, REPRODUCTION BELOW



● The original kitchen was reproduced exactly, with the exception of the confusing center window. Along unseen fourth wall is a large table, a TV set.—ED.

Sirs:

Regarding your reorganized kitchen, everyone will have comments. Here are mine.

Wastebasket. The wastebasket should be in the open, and it should be bigger since everything one buys nowadays comes wrapped in paper, and paper napkins and towels are in constant use.

Dish storage. I am glad to see that regularly used dishes are stored near the sink. However, isn't it harder to take them down when they have been stacked sideways? I would prefer to have a cabinet at table level, where plates, cups and saucers could be piled, or simply moved in the drying rack.

MRS. WM. F. DAVIS

Westport, N.Y.

● LIFE's rearrangement was a general guide which a housewife could adapt in detail to suit her own work problems. Experts are most pleased if their suggestions set housewives to thinking up their own solutions, holding that the greatest timesaver lies above the housewife's neck.—ED.

Sirs:

In your article "The U.S. Goes Out to Lunch" (LIFE, Jan. 3) you refer to Benton, Wash. as the site of a Boeing assembly plant. Could you mean Renton?

ALLEN HENRY

Tacoma, Wash.

● Yes.—ED.

## SEARCH FOR A FUTURE OF PLENTY

Sirs:

"Antibiotics are already known to ready hogs for market six months ahead of schedule" ("Search for a Future of Plenty," LIFE, Jan. 3). Brother! Back here in this show-me state of Missouri one isn't considered a very good farmer if he doesn't have his

hogs ready for market in six months from farrowing.

I read on, "Now another substance has been found which makes them grow faster still." Glory be! Maybe we can not bother with breeding our sows before long!

MRS. JOHN W. FRAZER

Monroe City, Mo.

● LIFE should have said four weeks ahead of schedule, not six months.—ED.

## THE FARMER AND HIS GOVERNMENT

Sirs:

Everyone gaining his livelihood, directly or indirectly, from the soil should read "The Farmer and His Government" (LIFE, Jan. 3). It contains more old-fashioned common sense than anything that has been published to date. The farm illness is not acute; it is definitely chronic and amid all the confusion and upside-down thinking no long-term remedy has been suggested.

All controls and subsidies off, gradually applied over a period of eight to 10 years, would give farmers ample time to put their house in order and ready them for strictly competitive production. The American food supply and our senseless surpluses would automatically be taken care of.

C. W. HENDRICKS

Youngstown, Ohio

Sirs:

As a farmer I was very disappointed in the issue.

You did not try to explain parity but instead placed it in ancient history. Parity is a yardstick with which a fair price for farm products is determined. Officials believed that 1910-14 were years which gave fair prices both to consumer and producer. These were not years of war or of depression or inflation. No one has come forward with a better plan to measure farm prices.

Farmers do not have to apologize for the present farm situation. It is the consumer who should be apologizing to us. They can go about their work knowing there will be food on the table. Farmers produce so cheaply and abundantly that the city dweller has three fourths of his income to spend for other than food.

DONALD LANNING

Toddville, Iowa

Sirs:

... At the American Farm Bureau Federation convention I had an opportunity to talk with farmers from several parts of the country and their feelings are in remarkable agreement with the Bruenes'.

Thank you.

WILFRED C. DUNN

Rowley, Mass.

Sirs:

Is that a glass bottle that Mrs. Bruene is putting in her freezer? Won't it break?

REV. FREDERICK M. BROOKS

Fall River, Mass.

● Mrs. Bruene allows at least two inches "headspace" in the jar for expansion, has never had one break in the freezer.—ED.

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L-3404





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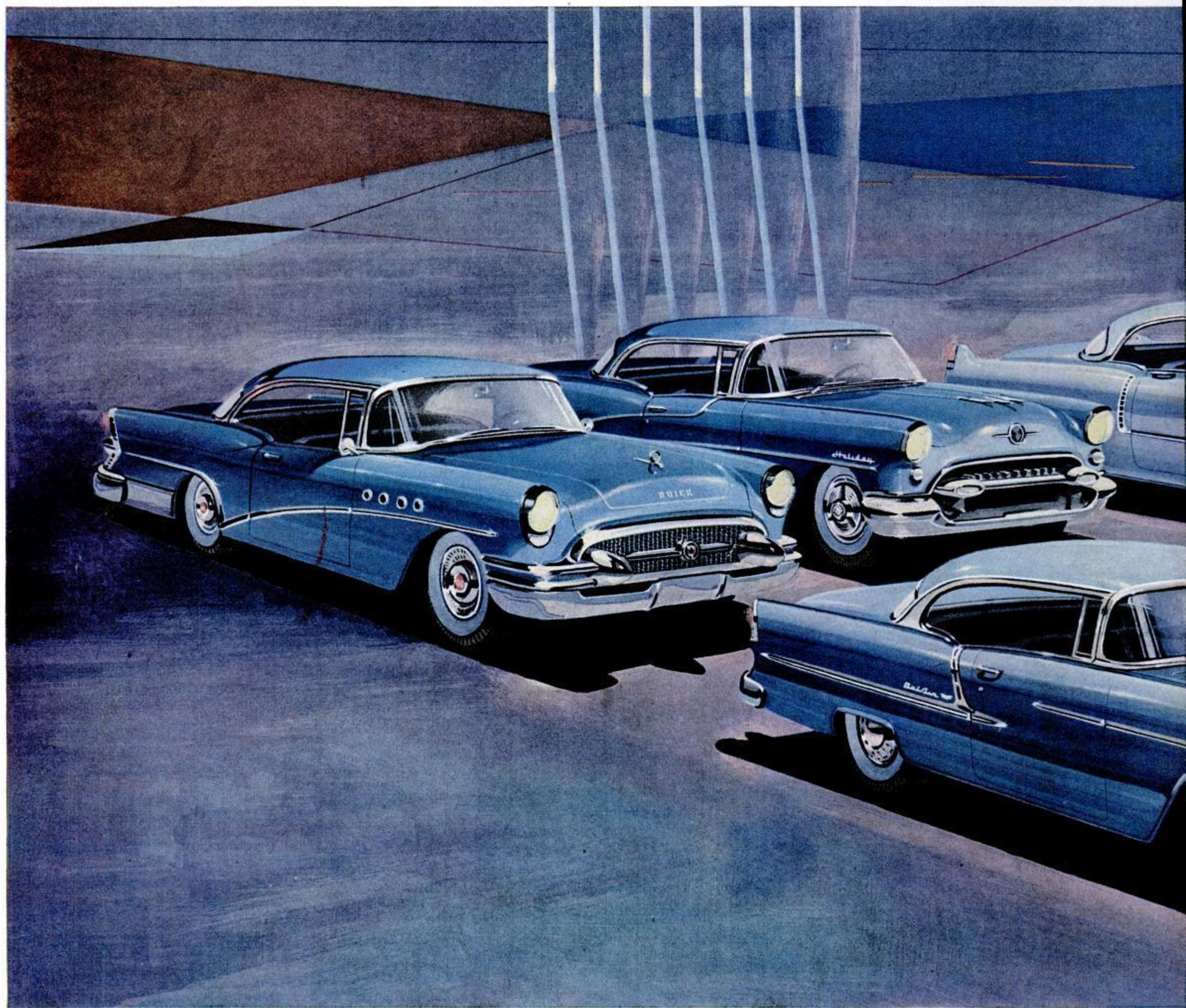
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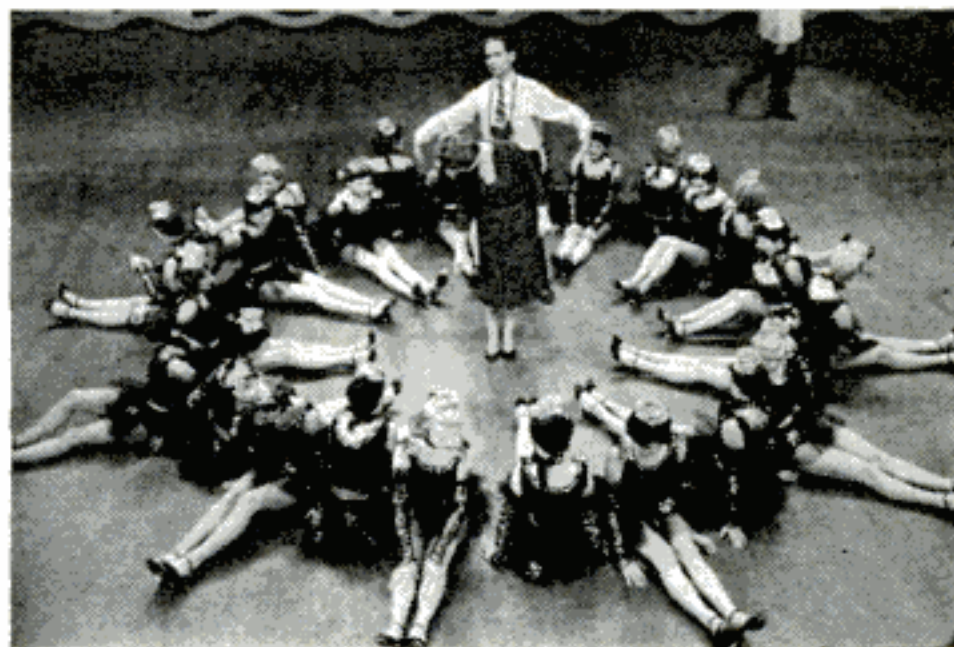
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ELISOFFON GETS INTO THE SCIENTIFIC ACT AND McCOMBE INTO A TV REHEARSAL

# DISCOVERIES THAT ARE WAITING TO BE MADE

Discovery, which is frequently just turning up what was there all the time, has a lot in common with journalism, the business of telling the public what has turned up recently. Science, sports and show business are all traditionally fertile fields for "discoveries" and LIFE this week reports some developments in all three.

The world of show business—in the person of the indestructible, incomparable but not exactly insolvent Jackie Gleason—offers a perfect example of discovery in an already thoroughly explored field: comedy. Leonard McCombe's pictorial analysis of the highest paid comic in history (pp. 23-29) explains what keeps Gleason going.

In sports the winning of the Los Angeles Open tournament by Golf Professional Gene Littler hardly makes winner Littler a discovery—even at 24 the nonchalant San Diegan is no newcomer. The discovery lies in LIFE's report (pp. 103-108) of an entirely new kind of young golf star currently rising to take the place of old campaigners like Ben Hogan and Sam Snead.

In science, it is sometimes hard to tell when a discovery has been made or is merely in the making. The startling description of Professor Fred Singer's mighty "MOUSE" (pp. 30-31) is really a prediction of what Singer believes could

be built at any time. For a look at the kind of sight MOUSE will see from its orbit in the ionosphere turn to pages 32 and 33, the highest picture ever taken and published (and, incidentally, further proof of what we guessed all along: that the earth was round).

Eliot Elisofon's literary pilgrimage to the South Seas (see cover and pp. 60-77) was not only highly successful from an artistic standpoint but from a scientific one as well when he turned up an archaeological find of considerable importance in Typee Valley on the isle of Nuku Hiva. Elisofon had read in Melville's *Typee* of the existence of sacred "Hoolah Hoolah" grounds with carved idols, or *tikis*, on them but was unable to locate them from local inquiries he made. Finally in Papeete he ran across an ancient German account hinting at their whereabouts. At Nuku Hiva he had the schooner *Tiara Taporo* (Lime Blossom) stop while he went ashore. There he rounded up 10 men and some horses, cut through the jungle and discovered the "Hoolah Hoolah" ground with nine *tikis* standing in various stages of preservation. His crew then hacked down another 100 square feet of tangled brush—enough for paradise hunter Elisofon to produce the photograph (above, left) of himself and the *tiki*, which had been standing there for centuries waiting to be rediscovered.

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TAKING A FIX, CAPTAIN WARREN HARRIS SHOOTS A STAR IN THE SKY AS IT WOULD APPEAR ON CANADIAN FLIGHT. ORION'S BELT IS JUST OPPOSITE HIS CHIN

## SPEAKING OF PICTURES . . .

. . . Chicken wire universe reproduces the heavens to help train jet navigators





WHAT THE NAVIGATOR ON THE OPPOSITE PAGE IS STANDING ON IS THIS SPHERE. THE TECHNICIAN IN THE CENTER IS ON STUDENT NAVIGATOR'S PLATFORM

The airman set among the stars on the opposite page looks like a 21st Century man getting his bearings in outer space. He is really standing inside a contraption of steel and chicken wire (above) at Mather Air Force Base in California while a mechanical universe rotates

around him. The device is a model of the northern sky, built to help the Air Force teach navigators how to use star fixes to find their way over arctic regions, where compasses are thrown off by the proximity of the magnetic pole and there are few landmarks radar can

locate. Strung with electric stars, the sphere revolves to duplicate the changing sky an airman sees from a speeding jet. To make things hard instructor can manipulate the heavens to change the plane's course and air speed or blow it all over the arctic with 350-mph winds.



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Packard believes that people buying a fine car want an individually distinctive automobile rather than one whose styling is repeated in "look-alike" lower-priced lines. The challenge presented by this belief attracted the most competent and skillful designers, engineers and manufacturing experts from all segments of the industry. They have combined their talents with those of the proud craftsmen and brilliant production engineers who have made precision workmanship and creative engineering a Packard tradition.

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## **A NEW CAR IS BORN**

Packard management set its sights and its standards high. The *new* Packard had to surpass any car created in our time. So it was up to Packard's master motor builders to design and build the most powerful V-8 engine to be found in any automobile. *They did!* It was up to Packard's engineers to produce the finest of automatic transmissions. *They did!* It was up to Packard's designers and stylists to express Packard elegance in sweeping exterior lines and luxurious interiors. *And this they did!*

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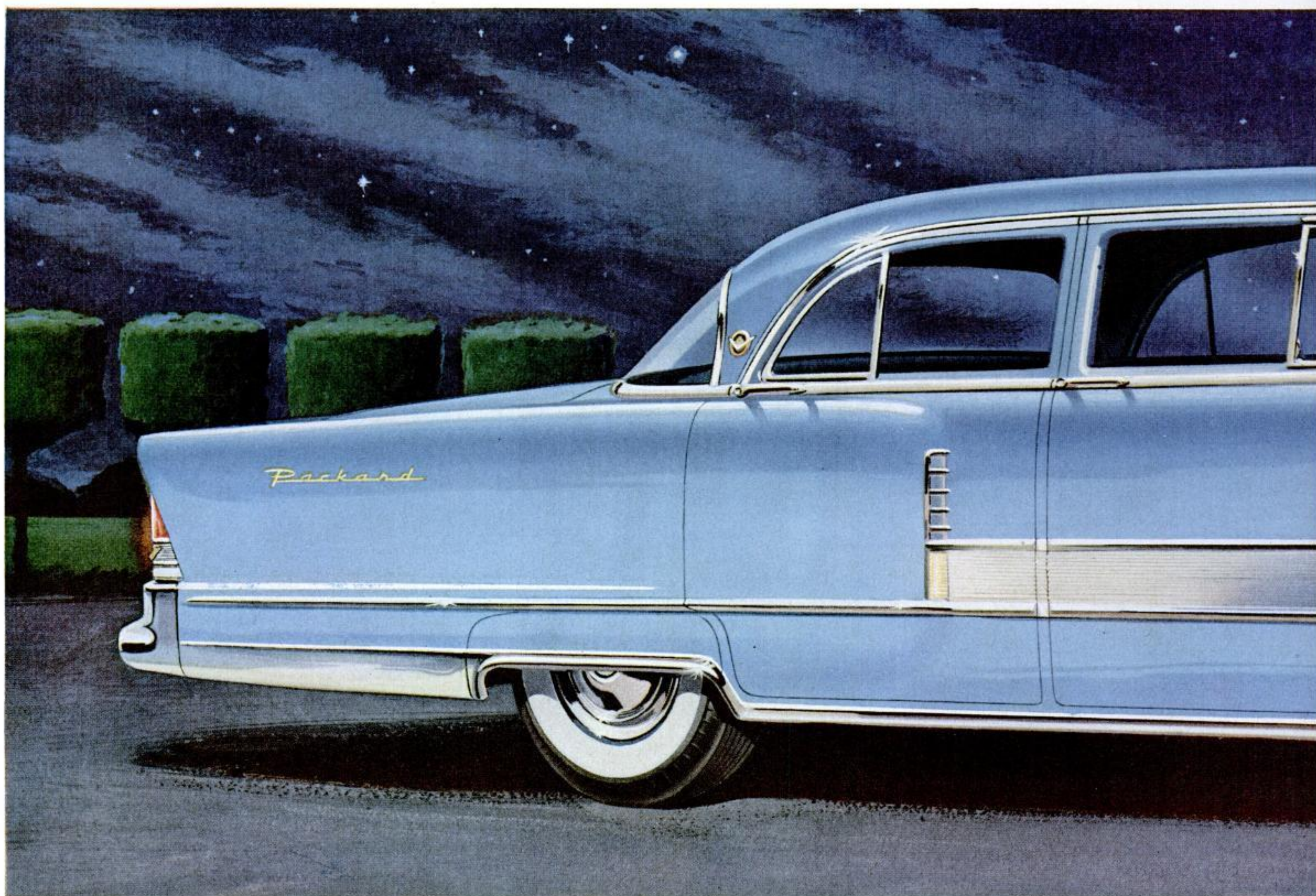
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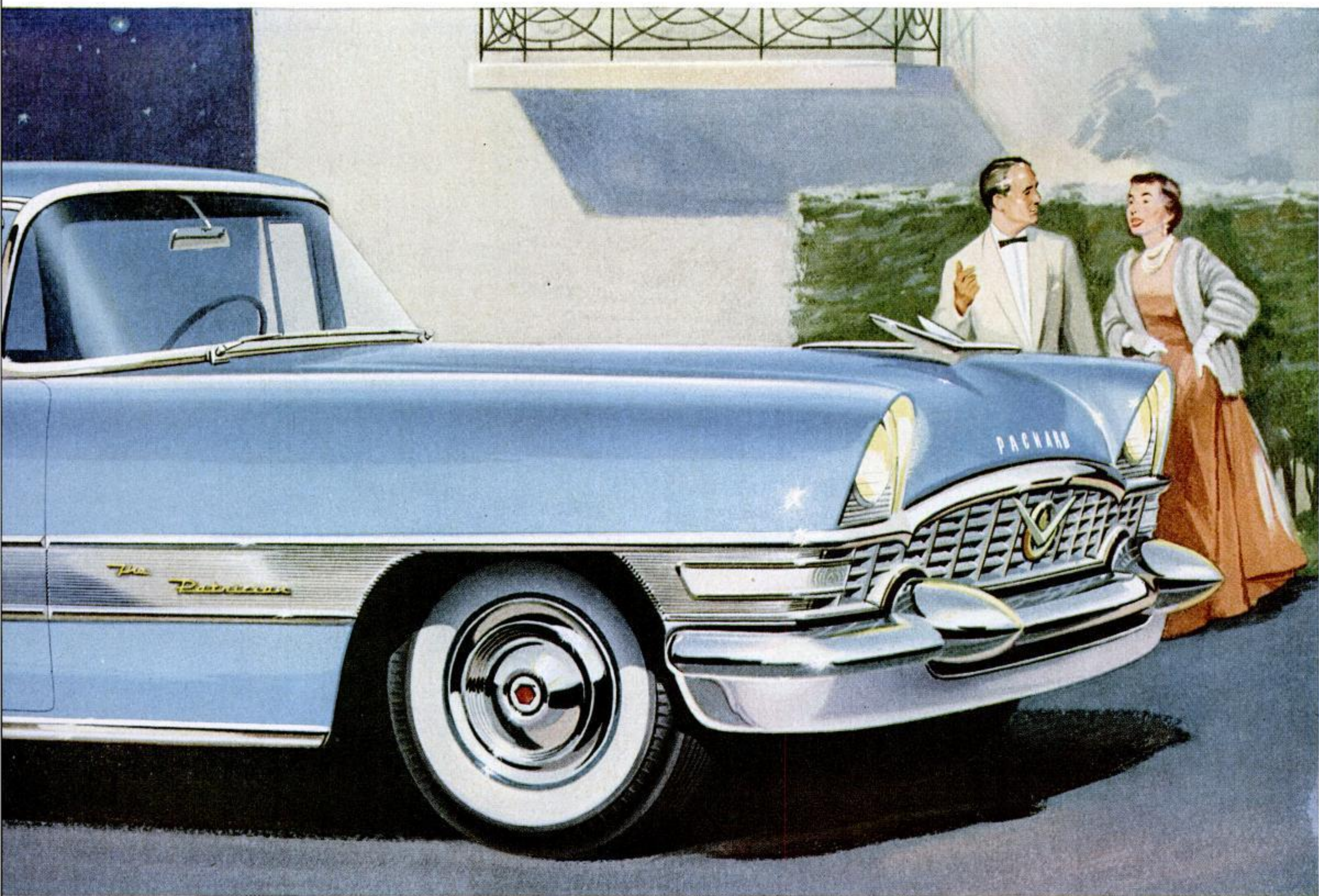
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**NOTHING ON EARTH RIDES LIKE THE NEW PACKARD . . .**



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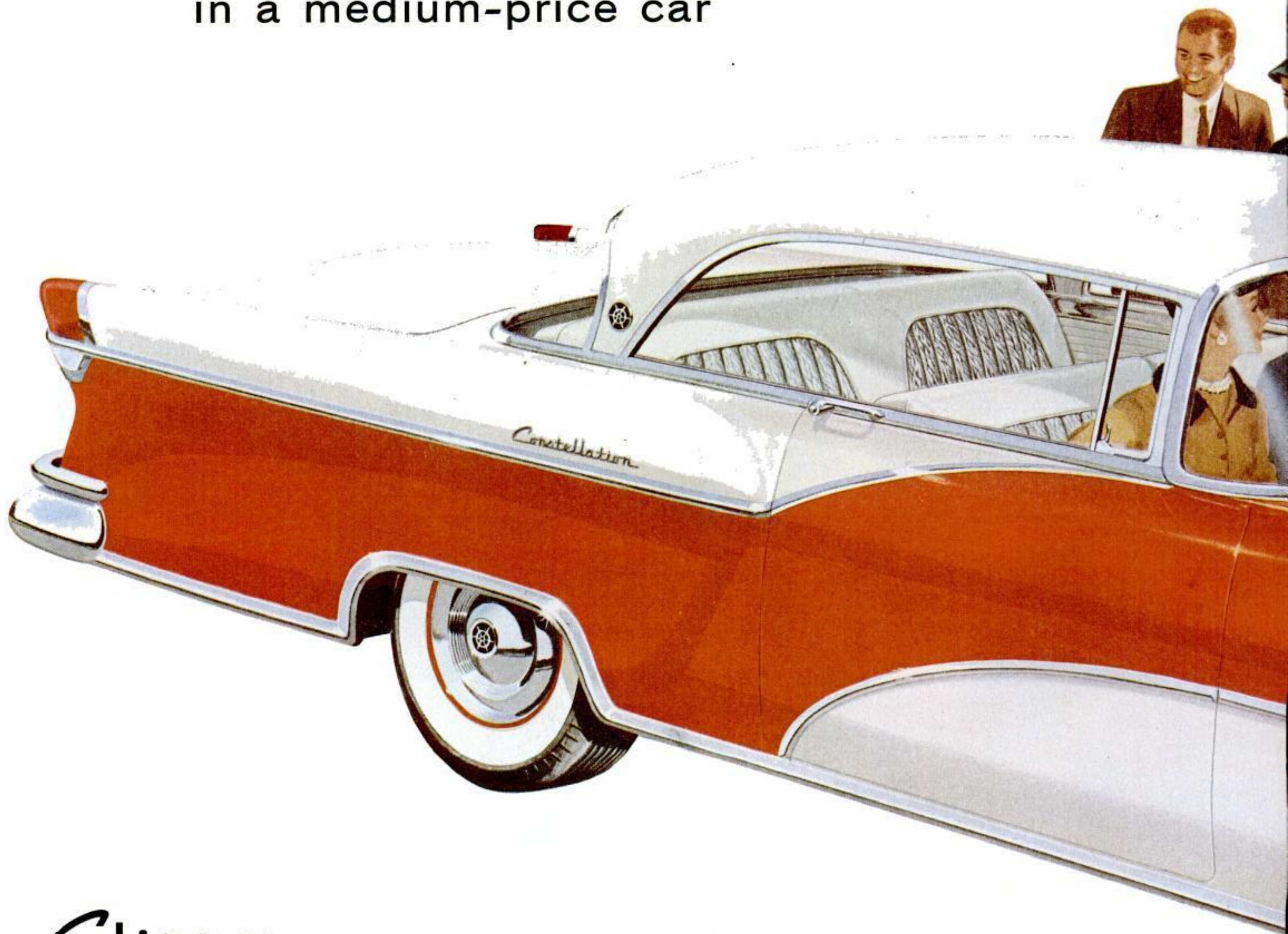
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*funny  
little  
kittens*



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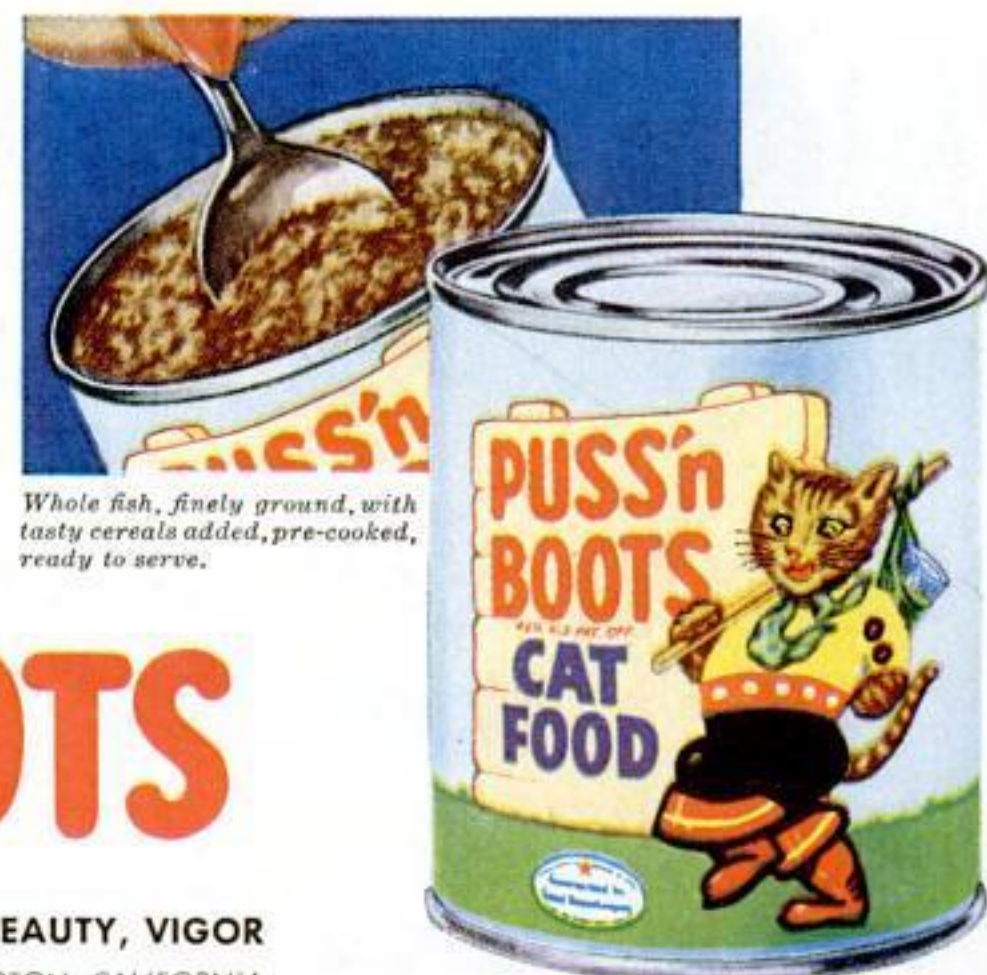
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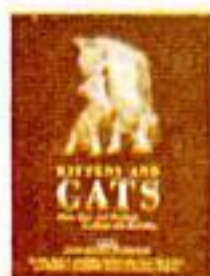
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Whole fish, finely ground, with tasty cereals added, pre-cooked, ready to serve.

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AN UNIMPRESSED GLEASON WATCHES MONITOR SCREEN AS DANCERS REHEARSE AND CHOREOGRAPHER JUNE TAYLOR AWAITS HIS UNPREDICTABLE VERDICT

## HIS NEW SALARY TOPS ANYTHING IN TV BUT...

# GLEASON DRIVES HIMSELF HARDER

Photographed for LIFE by LEONARD McCOMBE

Though you would hardly guess it to look at him, the intent, preoccupied, almost somber man shown here has just become, by financial standards at least, history's greatest comedian. Buick has given Jackie Gleason a \$7 million contract for producing and starring in a television show for the next two years, plus another \$4 million if the show runs an additional year. In addition CBS is giving him at least \$5 million more, plus complete control of his shows. No other actor in the world ever had it so good as this 39-year-old, Brooklyn-born comedian with a 265-pound body, a bellowing voice and a superb instinct for theater.

A few years ago hardly anybody had heard of Gleason except patrons of third-rate nightclubs—and other comedians who thought he was just

keeping up his courage when he bragged that some day he would be top banana of the whole U.S.A. Then ambition-ridden Jackie Gleason met television and rockets went off. While comedians who started higher were on the way down, the hour-long Saturday night *Jackie Gleason Show* rose right past them. One reason is Gleason's versatility; he plays equally well a blustering but butterfingersed bus driver, a wolfish heir and a pathetic sort of Caspar Milquetoast. But the main reason is his capacity to drive himself and his cast to perfection in detail rare in television. A man of boundless appetite, Gleason figures that you only live once and might as well live it up. As shown on the following six pages his idea of a rip-roaring time now involves killing himself with hard and frustrating work.





**SIGNING BIG CONTRACT**, Gleason with tangerine in hand is surrounded by awed executives.

## WHEN ALL WORN OUT HE ADDS A NEW JOB

Every comedian has found the wear and tear of producing a weekly TV show almost more than the human physique can stand—and Gleason's rehearsals (pictures at right) are even more agonized than most as he seeks unceasingly to add the last speck of polish. Yet this is not enough to keep him happily harried. He has further stretched his nerves through such devices as playing six stage shows a day, leading a 50-piece orchestra and making record albums, not to mention racing out to Hollywood where he signed his new contract with CBS (above). Worn to a frazzle, forced to dose himself like an ailing race horse (below and opposite page), he has been in a grumpy ecstasy.



**VAPOR TREATMENT** helps clear Gleason nose as he prepares to do a show in spite of 102° fever.



**SWOLLEN ANKLES** which have been soaked in dressing room tub are rested as Gleason rehearses

one of *Honeymooners* skits with Art Carney, Audrey Meadows and (in right foreground) Joyce Andrews.

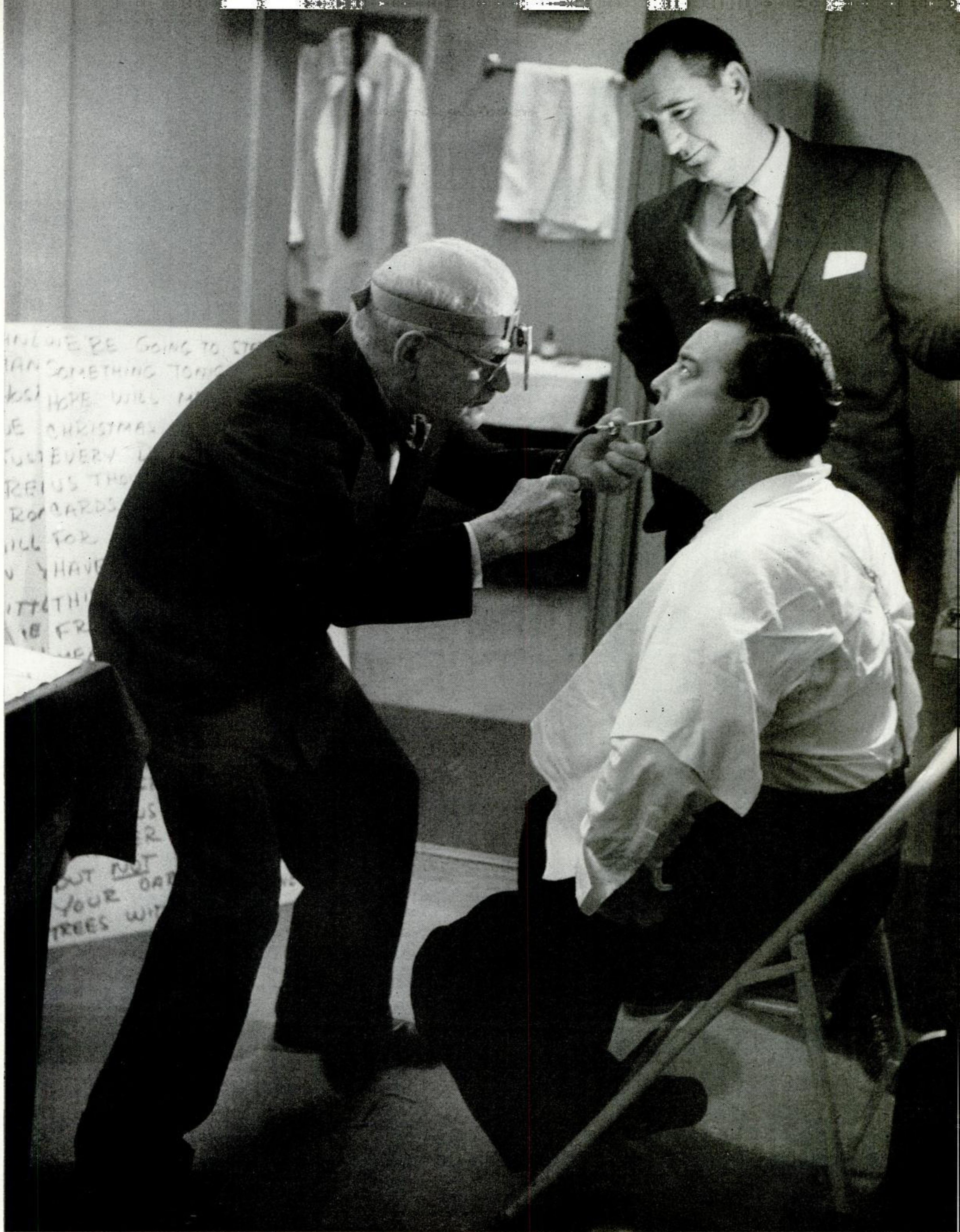


**SCRIPT CHANGE** is made right on set (above) even though skit is practically ready to go on air.

**MOMENT TO REST** (below) is taken on way to studio with his cast and Manager "Bullets" Durgom.







**EMERGENCY SPRAY** is given by specialist called in just before show time to fix up one of Gleason's greatest and hardest-worked assets—the voice box which

produces his shouts, growls and bellows. Standing behind Gleason is show's executive producer, Jack Philbin. At left is big prompt card used in the show.





**TANTRUM IN KITCHEN** of \$25,000-a-year penthouse office follows cook's failure to hear his shout for a quick dish of spaghetti to sustain him during work.



AT 7 A.M. ON SATURDAY IN HIS PENTHOUSE, A STILL GROGGY GLEASON, JUST

## THE BURDEN IS SOMETIMES

Despite all adages to the contrary, and in the face of his tremendous success, Gleason sometimes acts as if he could never believe that all the world loves a fat man. Indeed he often seems to feel that the whole world, including his close friends and most loyal associates, fails to understand his genius and what he is trying to do. His requests—to him at least—seem so simple. All he wants from his writers, besides sympathy, is one single 65-page script a week; it need only be funny, original, human, fast-moving and honestly motivated. From his cast he expects only that they be able to memorize the script letter-perfect after he has revised it from beginning to end, sometimes on the afternoon of the show. As to the musicians, cameramen, dancers, designers and others of his staff, his sole request is that they outperform any others in the business. Yet



**GRAVE SORROW** overcomes Gleason while he watches inadequate rehearsal from director's chair.



**SCANT SOLACE** is found by Gleason in his manager's whispered word that money talk goes well.



**SEVERE CRISIS** arises when show proves to be 13 minutes too long. Gleason (seated, left) discards





ROUSED FROM BED, GRIMLY STARTS TO MEMORIZE SCRIPT READ TO HIM

## MORE THAN JACK CAN BEAR

somehow Gleason in his wearier moments believes everyone concerned takes a perverse pleasure in denying these modest requests.

Considering the provocations to which he is subjected, Gleason behaves with remarkable restraint. An error by his cook, coming on top of a morning in which he has been unhappy about sets and costumes, merely makes him lean his head tragically against the refrigerator (*left*) while he glooms for some five minutes over human frailty. Even when the very elements appear to be conspiring against him and there is a backstage rope handy with which a lesser man might be tempted to hang himself (*right*), Gleason merely rests his sorrowful frame on it and swallows all the imprecations he is tempted to shout. He is getting used to the sad fact that life can just never be a bed of roses for the utter perfectionist.



WEARY DEJECTION overcomes Gleason while playing at New York City's Paramount, aggravated by overwork and a steady rain which hurt attendance.



a 10-minute scene over the objections of staff and writers who moan as their lines are thrown away.



UTTER DESPAIR sinks Gleason after staff quarrel. Leading way from room is Producer Jack Hurdle.



IMPLACABLE SORROW is not lifted when his manager tries to cheer him by reading fan mail.





**SOLITARY COMPOSER** sits at his ornate spinet creating chords by trial and error until he finds one that will soothe his soul and maybe sell some records.

## THE BIG STAR IS A LONELY MAN

The life shown here, though it might seem almost monastic to anybody else thinking of ways to spend a few million, suits Gleason just fine. He spends increasing amounts of time in solitude. Sometimes he broods at the piano, where he has actually managed to conjure some successful tunes even though he cannot read a note of music. Even when others are around he sometimes withdraws into his own thoughts (*right*). Whereas he was once a darling of the nightclubs, coming early, staying late and never seeming to tire of booze, blondes and occasional brawls, the night out at top right was his first in many weeks. One reason is that he has been separated from his wife for many years but is a Catholic and will not seek a divorce. But mostly it is just that he now lives all his hectic life for that giddy moment when, even if exhausted after days of hard work and nights too keyed up to sleep (*opposite page*) he waits with a childish eagerness to face the audience that now furnishes all his kicks.

Gleason CONTINUED



**PART-TIME "BON VIVANT,"** who now goes out rarely, Gleason is more interested in joking with executive director Jack Philbin than in Latin Quarter chorus.



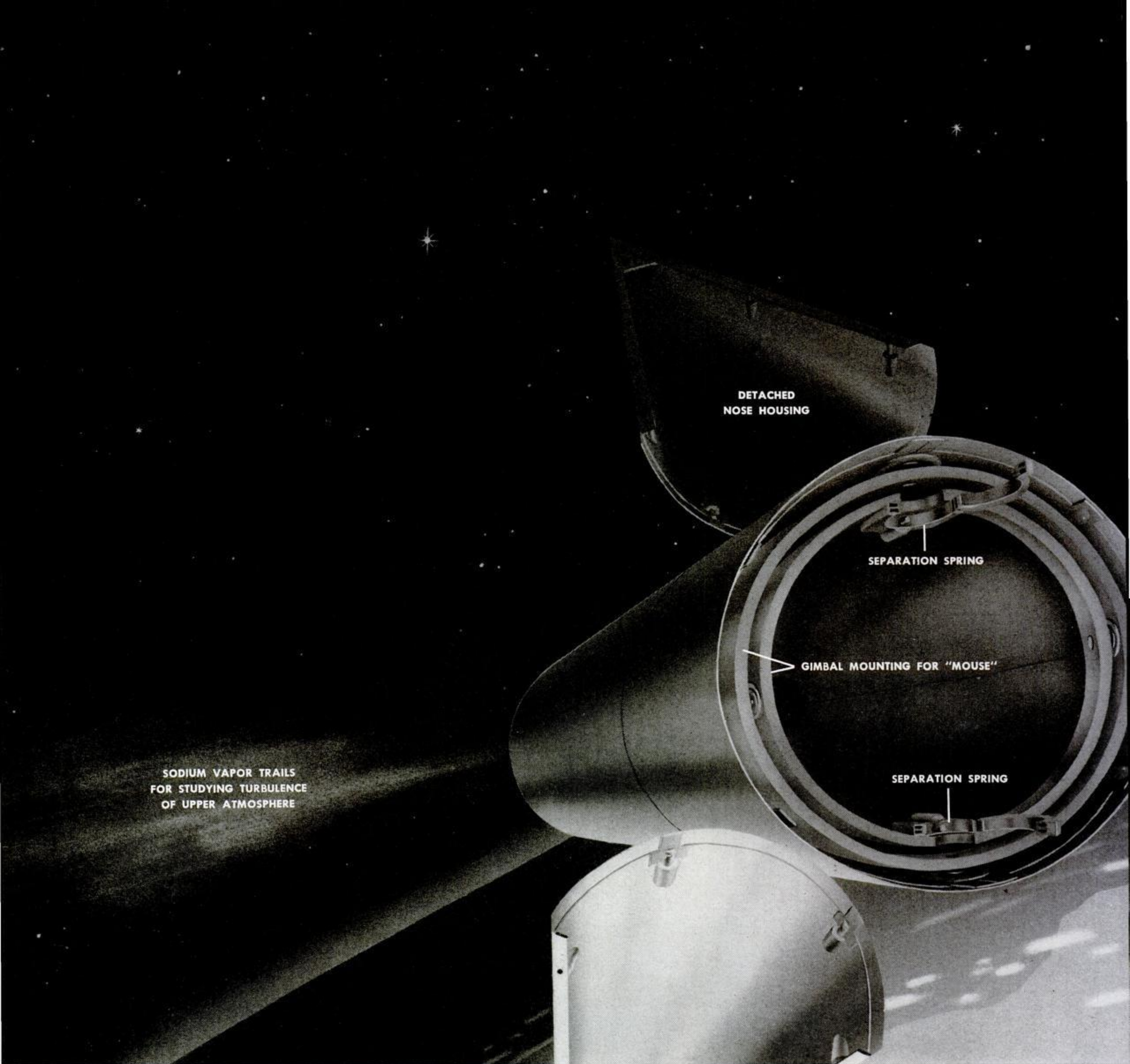
**ABSORBED LISTENER,** Gleason turns his back on dancers called to rehearse for his show and hangs dreamily over phonograph playing one of his own records.

STONY-EYED, TOO TIRED TO LIFT A CUP OF TEA, GLEASON WAITS HIS CUE →









# PRACTICAL PLAN FOR A SPACE SATELLITE

Scientists are confident that man will soon escape earth to travel in space. Before he goes, there is much he must learn about the void above. This essential knowledge may come from a small unmanned satellite sent up to circle the earth like a tiny moon. What scientists learn from this may enable them to build a larger satellite which could carry man himself into outer space—an achievement with enormous military implications since from the satellite man will be able to see (and dominate) much of what goes on below.

Scientists and strategists may be on their way, via a squat little metal can, shown nearly half its actual size in the drawing above. This

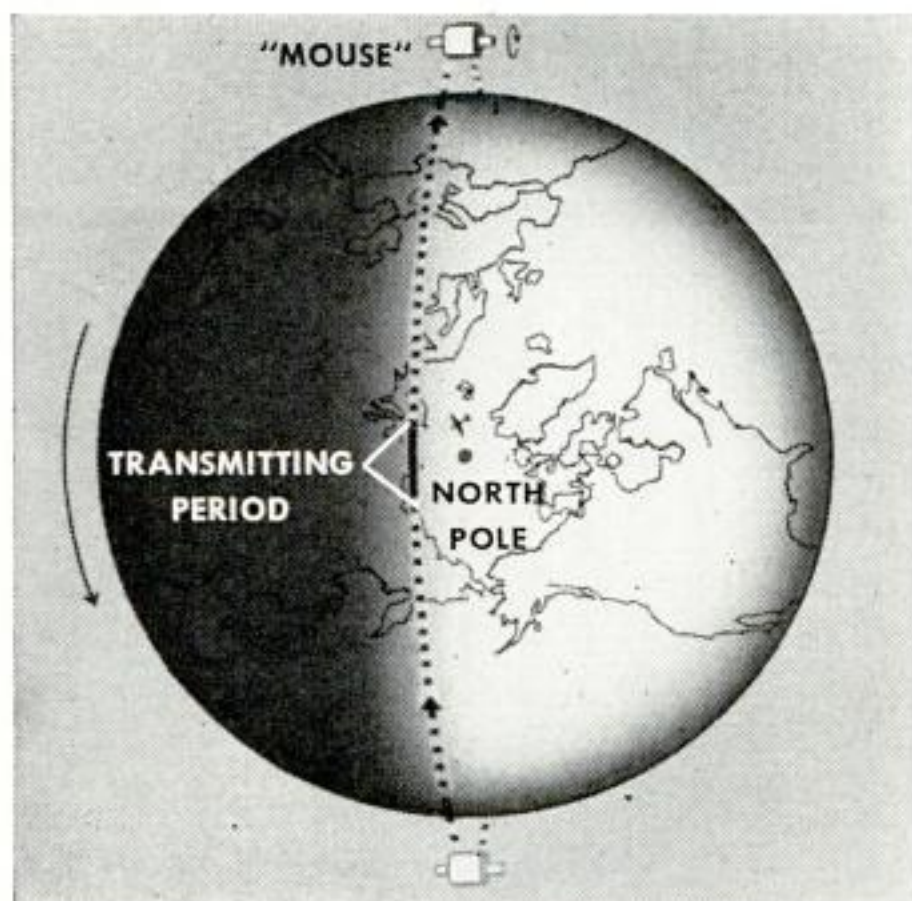
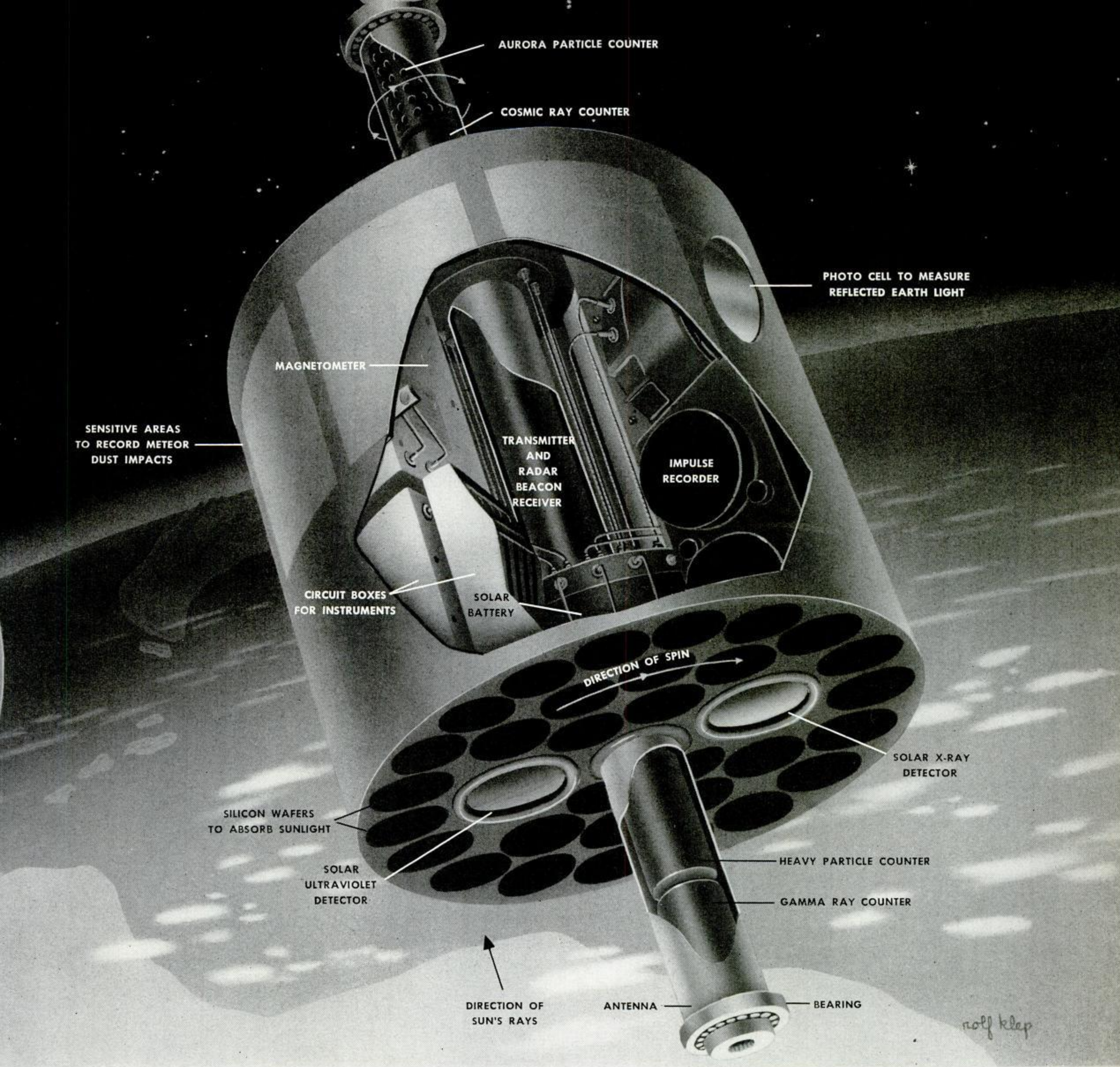
manmade moon, rocket experts believe, can be shot into space with existing technical know-how, a fact which has recently brought its designer, Professor Fred Singer of the University of Maryland, an offer of \$150,000 from an aircraft company to design its instruments—which, for the time being, he has rejected.

The moon, nicknamed MOUSE, after "Minimum Orbital Unmanned Satellite of Earth," is a 50-pound cylinder crammed with instruments for measuring impulses from the sun, earth and outer space. Mounted in the nose of a three-stage rocket, which Singer thinks can be built along the lines of existing rockets, MOUSE would soar 200 miles high and whiz

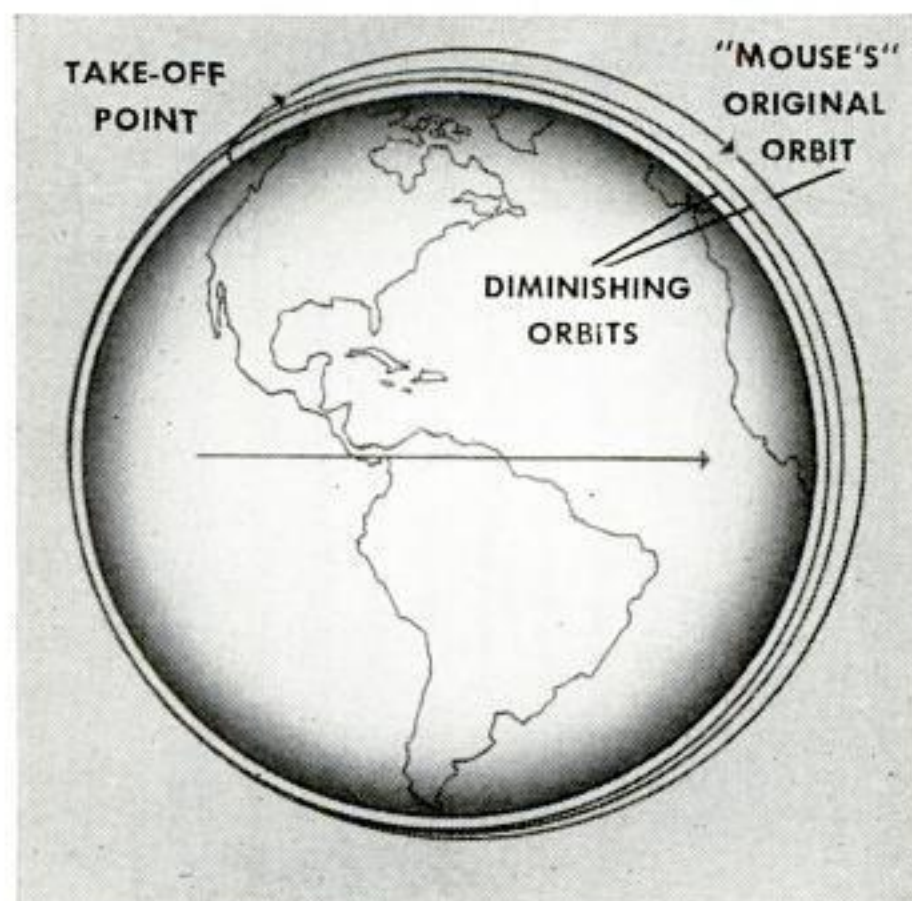
at 17,400 mph in an elliptical orbit, circling the earth past the poles once every 90 minutes.

During flight an impulse recorder gathers data from the instruments to broadcast them during the MOUSE's transit over the North Pole to a plane circling far below. The information it transmits would be of enormous value to many sciences like astronomy, meteorology, communications and space flight. The MOUSE would reach a far more glorious end than most mice. Gradually slowed by the rarefied air's slight drag after circling the earth for about a month, it would slowly spiral earthward. Then, striking denser layers of atmosphere, it would blaze and burn to a cinder.





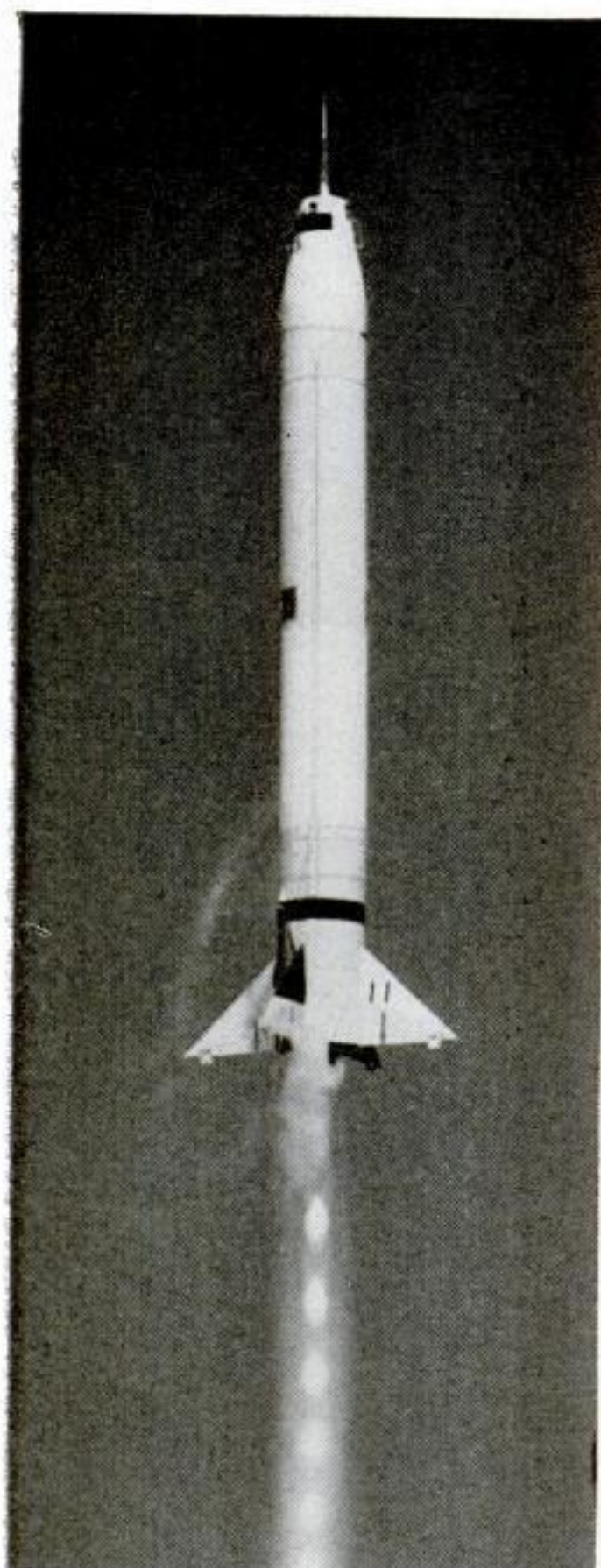
**ACROSS NORTH POLE,** MOUSE radios data to plane for three minutes each time it circles earth.



**MOUSE'S ORBIT** begins as an ellipse, gradually shrinks to a circle before spiraling to extinction.

**SPACEBORNE MOUSE** is shown in the drawing above as it leaves the burned-out third stage of its rocket, which has carried the satellite 200 miles up. Spinning inside its stationary gimbal ring, like the wheel of a roller skate, MOUSE left its housing as the rocket nose opened. Springs gently nudged it forward and into the clear. The MOUSE had been set rapidly spinning on its bearings before it left the ground and now its spin maintains it in balanced flight. Compactly housed in MOUSE's metal body are instruments for recording solar X-rays, gamma rays and ultraviolet rays from the sun, cosmic rays and heavy cosmic particles, collisions with meteoric dust, the earth's magnetic field and reflected light, and particles which cause auroras. Technical data is relayed earthward at intervals via radio transmitter, which is triggered by radar beam from plane below. To power its equipment, MOUSE has solar battery, with disks of silicon to absorb sunlight which is converted into electricity. The MOUSE's gyroscopelike spin keeps solar battery always facing sun during orbit around the earth.





**TAKING OFF**, the Navy's Viking XI rises slowly at first, soon reaches 4,200 mph. Rocket is 45 feet high, weighs 7.5 tons, including half ton of instruments.



**NOSE SECTION** is jettisoned from rest of rocket by remote control when Viking starts to fall. Here it is photographed by a camera in rocket's body.



OVER NEW MEXICO, VIKING'S CAMERA LOOKS FROM LOWER RIGHT 1,085 MILES SOUTHEAST TO CURVING HORIZON

## ROCKET'S RECORD RISE GIVES 'MOUSE'-EYE VIEW OF CURVING EARTH

The lofty skies through which man-made satellites like the MOUSE will one day circle are already well within man's ken. Here is a MOUSE-eye view in some record-breaking pictures taken from a Navy rocket in the ionosphere.

The Viking XI, latest in a series of rockets built under Milton Rosen's direction by Glenn L. Martin, whooshed into the New Mexico sky above White Sands last May. As it rose and fell, a camera designed



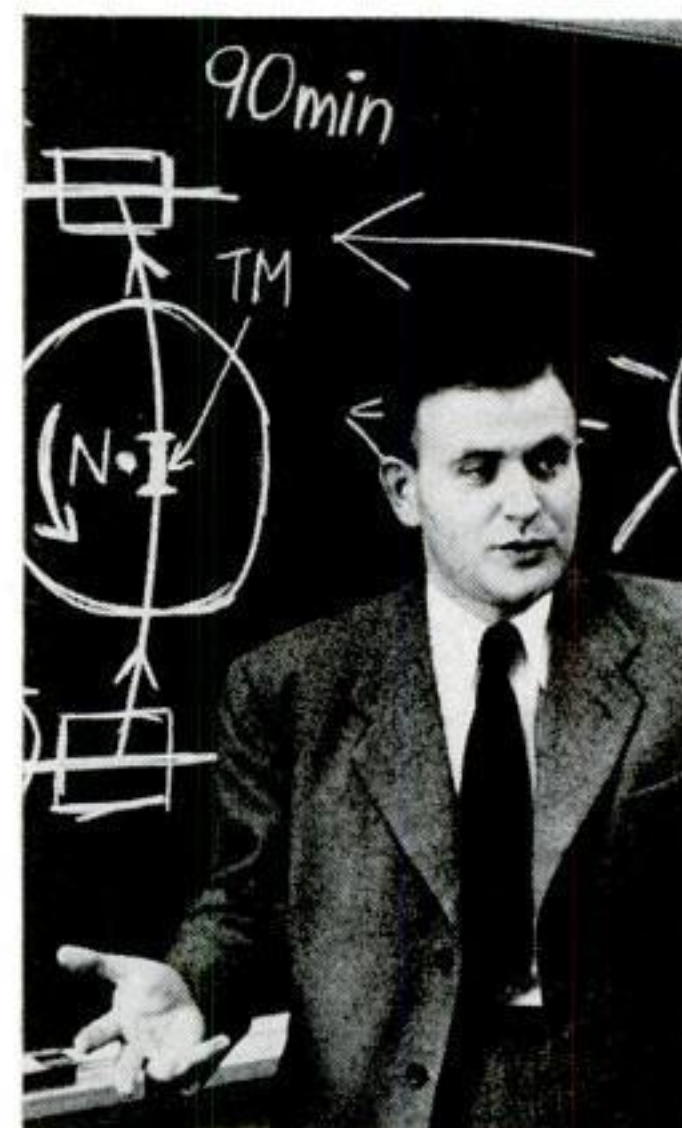


WHICH STRETCHES FROM THE GULF OF MEXICO, WHERE COLD FRONT MOVES INLAND, TO PACIFIC 1,038 MILES WEST

to record meteorological conditions clicked away. On this 10-minute trip the Viking went higher—158.4 miles—than any other single-stage rocket in history, reaching altitudes where MOUSE would travel. When the rocket's two sections slammed to earth they brought back the highest pictures yet taken.

To produce this picture, Navy scientists, who spent weeks interpreting the photographs, expertly spliced two negatives together. The left half was

taken 155 miles aloft. The other taken seconds later from 138 miles up. The resulting scene is the largest land mass ever seen, 600,000 square miles extending from near El Paso to Mexico City and south Texas to the Pacific coast of Mexico. The picture also clearly shows the true curvature of the earth over a 15° portion of its circumference. More prosaically, it gives the Navy down-to-earth information on cloud movements and the behavior of the Viking itself.



**FRED SINGER**, who designed the MOUSE, thinks it could be built and launched for \$1,050,000. Other experts are urging government back MOUSE.



**MILTON ROSEN**, head of Navy's rocket development branch, has directed the design of 11 Vikings since 1949. The Viking XII will be launched soon.



**WERNHER VON BRAUN**, pioneer German rocketeer now U.S. Army rocket expert, advocates rocket-lifted balloon to circle earth, shine like a star.



Topic A in Washington these days is the Battle of the Bulge, Secretary of Agriculture Benson's campaign to reduce his enormous \$7 billion holdings of surplus crops. Overhanging the market and depressing prices, the Bulge is the visible essence of our farm problem. But in fighting it, Benson must feel less like General McAuliffe than the keeper of a zoo run by the votes of the monkeys.

Last week, for instance, he came up against Congressman Jamie L. Whitten of Mississippi, who is by no means the stupidest member of the farm bloc. Whitten's Mississippi constituents grow rice and cotton; as part contributors to the Bulge, they have had their acreage cut back. Whitten wants these cuts restored. He also wants the Bulge eliminated. He also wants a return to the high, rigid, pre-Benson price support policy that did so much to create the Bulge in the first place. For these incompatible aims he has a magic solvent: sell the surpluses abroad. He accused Benson of being a poor salesman.

Benson is already selling surpluses abroad; also giving them away. He has by law a special \$1 billion leeway for this purpose, most of which the U.S. taxpayer will never get back. For instance, Benson pays U.S. farmers 58¢ a pound for butter and sells it to exporters (when he can) at the world price of 41¢. This is known as dumping. The U.S. has strict laws against others who try it on us. Other countries don't like it either. Whitten thinks we should do more of it.

While Whitten was scolding Benson, the Secretary of State was receiving a formal protest against U.S. dumping from the New Zealand ambassador, whose country is in the butter business too. The protest accused us of exporting a domestic problem and asked why we didn't try offering butter to U.S. housewives at 41¢. Similar protests have been received from other countries. Oh, yes—Whitten is in favor of another thing: sound international relations and reciprocal trade.

A dairy trade paper came up with a semiserious solution for the butter surplus last week: dump it, not in foreign markets, but in the ocean. This would satisfy everybody except people who aren't getting all the butter they can eat. (Are you?) Until everybody in the world is, it is a criminal solution. It was in order to avoid criminal solutions to economic problems that the law of supply and demand and the price system were established in men's minds some centuries back.

The Benson flexible-support program of 1954 was a cautious first step toward reacquainting farmers with this law. It will not solve the farm problem, or win the Battle of the Bulge, except gradually and over quite a few years. But meanwhile let us recognize that every short cut is booby-trapped. No responsible congressman can possibly be for fewer production controls, higher supports, more dumping and orderly international trade. Whatever else you may think of Benson, you can still tell the keeper from the monkeys because his program has a glimmer of rationality.

## HOW TO HELP THE STOCK MARKET

It used to be that politicians wanted to investigate the stock market when it went down. When stocks were low, the Senate's Banking and Currency Committee investigation was such a circus that a midget even sat on J. P. Morgan's knee. Now the politicians want to investigate the market because stocks are high. Senator J. William Fulbright, as the new Democratic chairman of the Banking and Currency Committee, feels a bit uncomfortable with the boomtime market giant that is now sitting on his knee. Fulbright fears another 1929-type crash.

The incredible growth of the U.S. has made all 1929 comparisons out of date, just as built-in safeguards preclude a 1929-type depression. Nevertheless, Fulbright can do the market a lot of good because there are things wrong with it which Congress can mend. For Fulbright should be concerned at the almost vertical rise the stock averages have taken since September of 1953, but what his investigation ought to reveal is what caused it.

Not all stocks had this sharp rise—as a great many owners of second-grade stocks are painfully aware. The averages showing these vertical climbs are made up of blue-chip issues—the sort that investment trusts and pension funds have been buying up, cutting the supply. Too many buyers and too few sellers have driven them sky-high. The important question is why there have been too few sellers.

The answer to that is simple. Anybody who sells has to pay 25% of his profit in the tax on so-called "capital gains." To reinvest his money, he has to find something equally as good 25% cheaper. Doubting that he can find it, he holds on. Even those willing to pay the tax have to hold on for at least six months to avoid the higher taxes on short-term gains. So the problem comes right back to Congress's doorstep. The sharp rise which worries him is the creature of Congress itself—a natural product of the tax laws.

As a former Rhodes scholar, Bill Fulbright might do well to study why America, the greatest of capitalist nations, has

such a levy on capital when the whole British Commonwealth does not. Even under the Labor Government, Britain never imposed one, and booming Canada has none. In view of the fact that inflation has been almost continuous for 20 years, a tax on capital gains often is actually confiscation, whereby the government shortchanges you on your money and then taxes you on the loss.

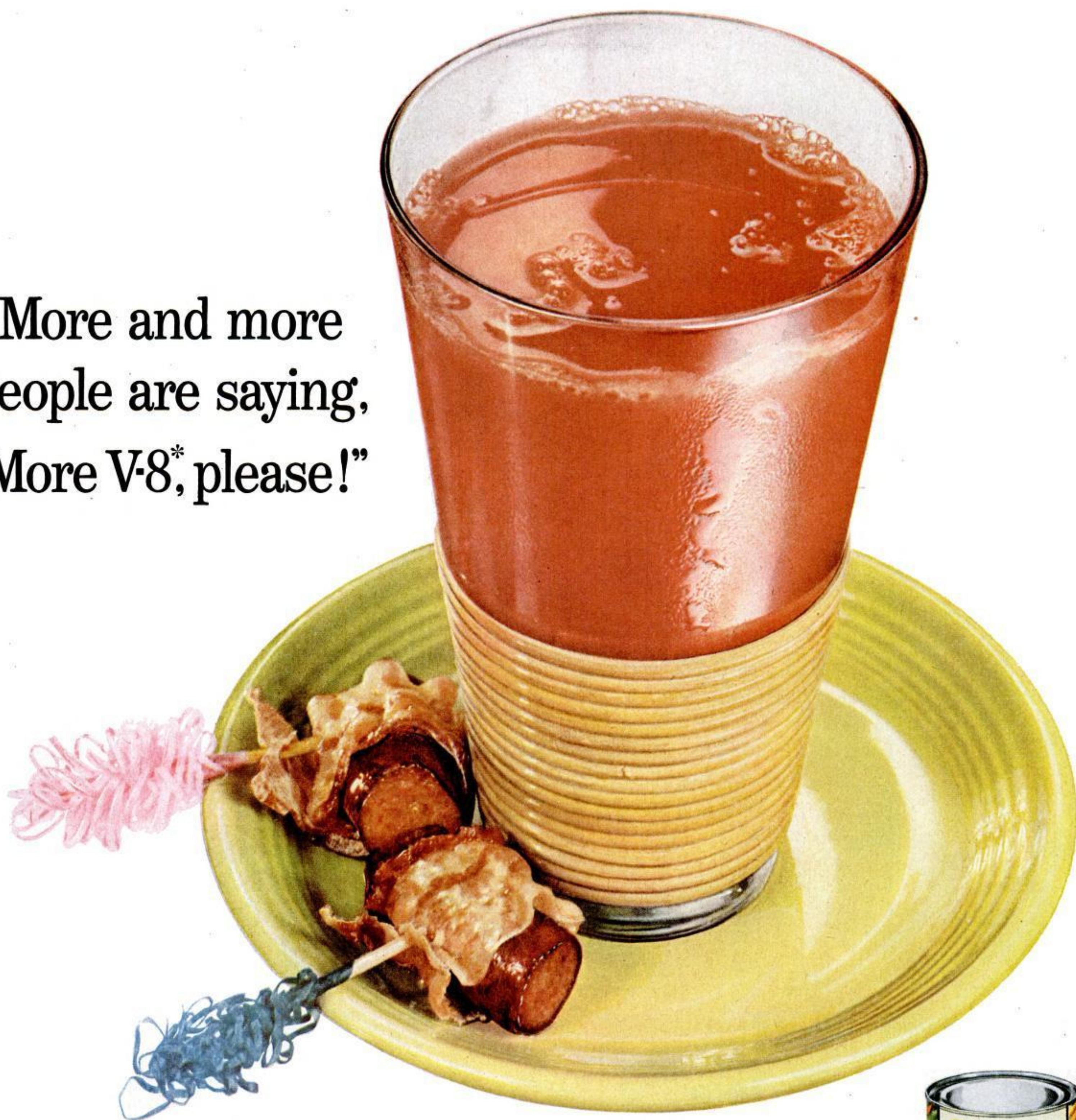
The unfairness of this has been recognized by the concessions recently made on real estate, which permit a person who sells his home at a profit to avoid the gains tax entirely if he buys another, more expensive, home within a year. If this makes sense in real estate, it would make equally as much in stocks.

If stock gains could be taken without taxes provided they were quickly reinvested, those hanging on to overpriced blue chips would sell, increasing the supply. At the same time, they would be willing to take risks on cheaper stocks—thus improving their prices and narrowing the unhealthy spread between them. This would provide support underneath and supply at the top. Since the loss in federal revenue (about \$900 million from individuals) would be too big to take such a step all at once, the sensible thing to do would be to provide a smaller tax (say 15%) on gains which are reinvested in a short period, as a test to see whether actually more revenue might not be yielded by this tremendous impetus to investment.

Would such tax concessions just be a "giveaway" to the rich? The very rich are dwindling, and the tax laws so load the dice against the little fellow as to make it virtually impossible for him ever to get very rich, himself, unless he finds uranium or is a Texas oilman with a depletion allowance. It is about time the ordinary citizen got a few allowances for the depletion of his brains and his aching back. Anything that will make the little fellow willing to take a chance, and keep what he makes by doing so, ought to be good for capitalist America, in which as of now less than 6% of the people own a stake in capitalism by owning stocks.



More and more  
people are saying,  
"More V-8\*, please!"



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Few juices can match V-8's record for winning and influencing juice drinkers. Which is really not surprising.

For 8 healthful vegetables have joined juices to give V-8 its refreshingly different flavor. And what a wealth of vitamins and minerals that means!

Another nice thing about V-8: a six-

ounce glass of V-8 averages less than 40 calories—about half as many as fresh orange juice.

By *nature*, V-8 is a wholesome drink and, by Campbell's . . . it's *great!*

...by the makers of *Campbell's* Soups



**8 healthful vegetable juices in V-8 . . .**

the pure, natural juices of fresh-picked tomatoes (the Campbell Tomato, of course), celery, carrots, spinach, lettuce, beets, watercress, and parsley.

\*V-8 is a trademark owned by the makers of Campbell's Soups



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# INSTANT OATMEAL

## WITH NEW QUICK QUAKER OATS

(OR MOTHER'S OATS)

*cooks creamy in 50-60 seconds*

Something wonderful has happened to Quick Quaker Oats and Quick Mother's Oats.

Now—in just moments you have fully cooked hot oatmeal. Smoother oatmeal. Creamier. With the same full flavor—the same bountiful nourishment—of oatmeal that used to take hours of cooking.

Yes, these New Quick oat flakes — cut in tiny pieces — are rolled to a new tissue thinness. They cook in just 50 to 60 seconds in boiling water.

So isn't it smart to eat a good hot oatmeal breakfast—when it's quick as coffee? *New* Quick Quaker and Mother's Oats are in stores now. Look for the Yellow Ribbon on the label.



**All the protein nourishment** of old fashioned oatmeal is present in this new, quick product. And you get more protein from good hot oatmeal than from any other leading cereal.



**Best cereal for growing children.** The nourishing protein in a hot oatmeal breakfast helps children grow strong, healthy bodies. Gives them stamina for school and play.



**Keeps adults fit—not fat.** Protein at breakfast is key to weight control. High-protein Quaker or Mother's Oats with milk and sugar has 8½ grams of protein—only 221 calories.

*America's most popular cereal...hot or cold* **QUAKER OATS**

Mother's Oats and Quaker Oats are exactly the same











Make a change  
for the better!

Paul Jones

★ Better flavor ★ Better quality ★ Better for your budget

FRANKFORD DISTILLERS CO., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS





HEADED FOR THE FRONT UP NORTH, VOLUNTEER RESERVISTS IN COSTA RICA'S "GUARDIA CIVIL" RECEIVE BLESSING FROM PRIEST IN A SCHOOL PLAYGROUND

# COSTA RICAN REVOLT, OR IS IT AN INVASION?

Central Americans engage in a confusing war

It was hard to say whether there was really a war on. An unmarked plane strafed San José, the capital of tiny Costa Rica in Central America, but nobody got hurt. Airborne intruders landed at Villa Quesada, northwest of San José. Others, coming by land and by sea, seized two places near the Nicaraguan border, while more planes bombed the countryside.

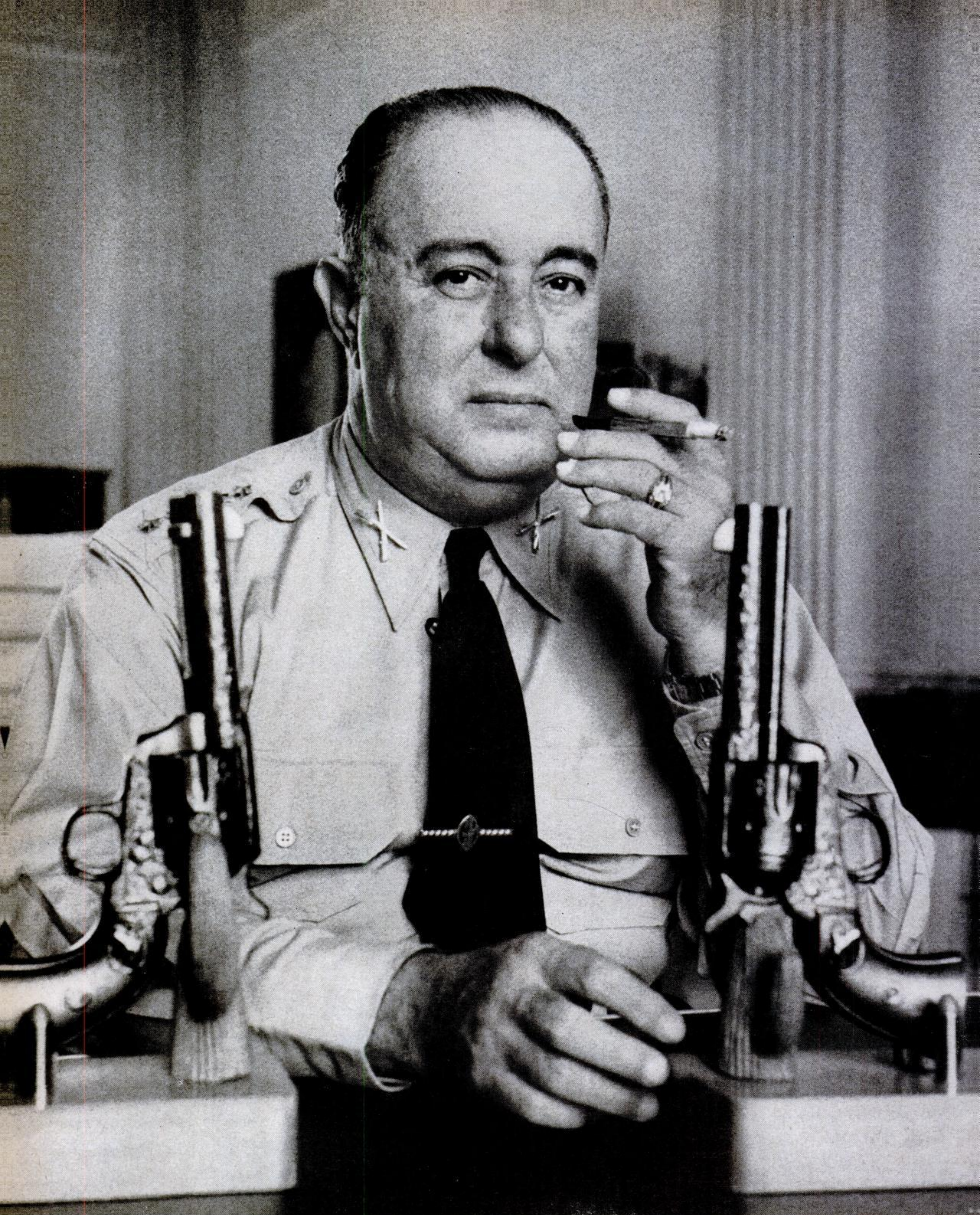
To defend his armyless country, Costa Rica's President José ("Pepe") Figueres hastily formed a militia of police and volunteers. A hundred militiamen trucked to Villa Quesada, captured 20 rebels, chased the rest into the hills. Figueres said it was an invasion backed by Nicaragua and asked the Organization of the American States for help. A peace commission came and the U.S. arranged to send planes to Costa Rica, but the fighting went on. It was not clear how much of it was genuine revolution and how much a personal feud between a pair of presidents (*next page*).



REPLACING DRAFTED COP, A YOUNG BOY SCOUT DIRECTS SAN JOSE TRAFFIC →

CONTINUED ON NEXT PAGE





**CHALLENGER SOMOZA**, after having called Figueres to a duel, shows off iron bookends cast in the shape of dueling pistols. They had been given to him

by a Texas friend. After Figueres had rejected the challenge, Somoza remarked contemptuously that these fake pistols were lethal enough to handle Figueres.





**SOMOZA AND PET**, a panther named Sombra, greet each other in the zoo in presidential garden.

## BASIS OF CONFLICT, A PERSONAL FEUD

Last week's skirmish in Costa Rica was another round—and very likely not the last—in an old feud between General Anastasio (Tacho) Somoza, the genial autocrat of Nicaragua, and Pepe Figueres, the irrepressible reform president of Costa Rica. Smoldering since 1948, when Figueres ousted Somoza's friend Rafael Calderón Guardia from Costa Rica politics, the quarrel blew wide open last year when Nicaraguan exiles came over the border from Costa Rica and tried to kill Somoza. In return, Costa Rican exiles in Nicaragua raided Costa Rica.

Somoza last week offered to settle the war by meeting Figueres in a duel—a challenge which Figueres dismissed with the remark that Somoza was "crazy as a goat in the midsummer sun." A solution more conventional than dueling was proposed when a five-nation commission, sent to San José by the Organization of American States, asked Somoza to stop the flow of arms from Nicaragua to the rebels. Somoza blandly promised to obey the commission.



**FIGUERES AND SON**, born on Christmas Eve, have brief visit during emergency cabinet session

in the president's dining room. Last year Figueres, who was 47, married Karen Olsen, 24, of New York.



**TOASTING PEACEMAKERS** with champagne, Figueres (left) welcomes OAS commission which

flew to Costa Rica for an on-the-spot investigation of the hostilities. Second from right is John C.

Drier, U.S. Ambassador to OAS. Third from right is leader of commission, Mexico's Luis Quintanilla.





**EXILED EX-PRESIDENT** of Costa Rica, Teodoro Picado, who hopes for the downfall of Figueres, follows bulletins on radio and in paper at Managua home.

## Costa Rica CONTINUED

TEODORO PICADO

SAN JOSE, COSTA RICA

I-1

PRESIDENTIAL

Pic's desire to graduate from the Academy is exemplified in his acceptance of the demotion from an Army captain to a West Point plebe. Despite his difficulty with the English language, his enthusiasm and determination enabled him to rise constantly in class standing. Ted's adaptability and amiable disposition are bound to lead to great achievements once he has returned to active duty.

Camera Club 4  
Portuguese Club 3  
Radio Club 4

Spanish Club 4  
Sergeant 1



**REPORTED REBEL COMMANDER**, Teodoro Picado Jr., son of the former president, was 1951 West Point graduate. Yearbook notes he had been captain.

## CONSPIRATORS AND CASUALTIES



**CALDERON GUARDIA**

Old Central American hands assumed that the political boss of the rebellion was 54-year-old exiled Rafael Calderón Guardia, the conservative leader in Costa Rica before left-of-center President Figueres took over. These suspicions were strengthened when Calderón Guardia turned out to be missing from his Mexico City home. Rumors from the field said that the insurgents' military commander was 27-year-old Teodoro Picado Jr., a graduate of West Point and son of an ex-president of Costa Rica. Nobody had seen Teodoro Jr., but his father was in Nicaragua where

Somoza, cooperating with the peace commission, put him under house arrest. Meanwhile, casualties, including LIFE Photographer George Skadding, who took some of these pictures, and LIFE Correspondent Philip Payne, both reported captured by rebels, provided real evidence there was a war.



**WOUNDED PRISONER**, shot through the arm, waits at the front for transportation to hospital.



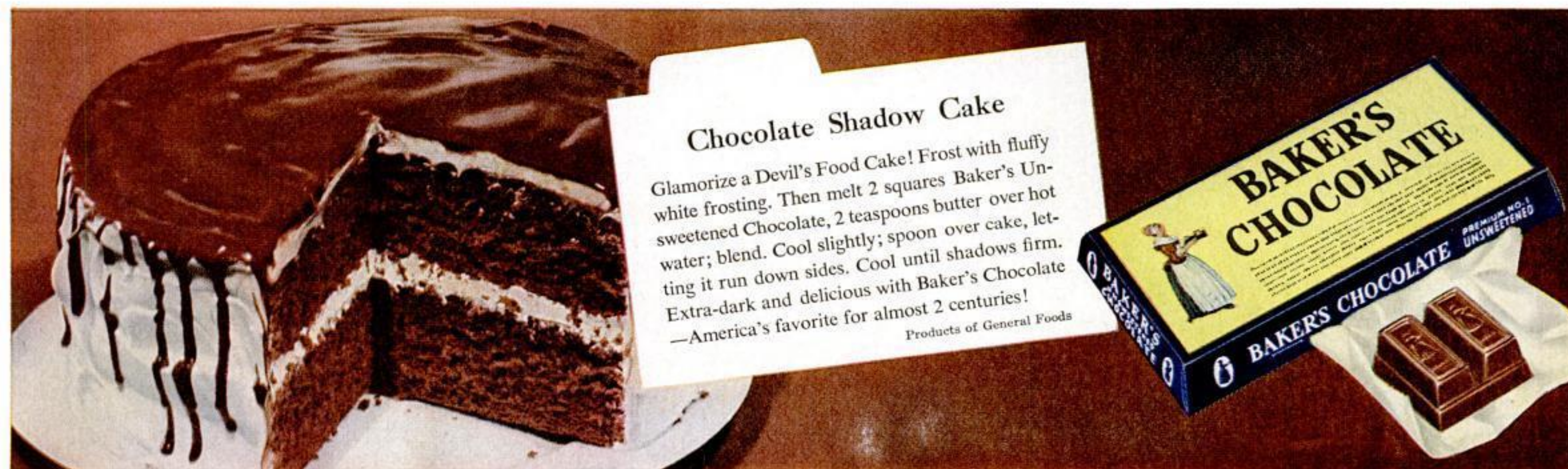
**REBEL ROUNDUP** at Villa Quesada brought in these prisoners. Barefooted captive, Carlos Luis

Mora (left), said, "Somebody paid me to go to Villa Quesada. When I got there they gave me a gun."





Chocolate makes it good...Baker's makes it best





# SAVE MONEY TODAY Save Bed—

Treat yourself to the sheets that  
slip on in *less than a minute*...

never wrinkle, never come un-tucked

—the sheets millions of women love,

love, love —

famous

Pacific Contours



#### 3-times faster bedmaking!

- One trip around makes your bed!
- Ready-boxed corners slip on easily, quickly
- No more centering as with flat sheets
- No more hand-folding corners
- No more un-tucked sheets in the morning . . . Pacific Contours *can't* come loose!

#### More sizes for more beds!

- Twin and double innerspring mattresses
- Twin and double foam rubber mattresses
- Three-quarter bed
- Youth bed
- Crib

#### Four superb qualities!

- Lovely Combed Percale—5 colors as shown
- Sturdy Extra-strength Muslin—white only
- Economical Truth Muslin—all colors except lilac
- **New!** *Miracle*† — the most luxurious sheet you ever dreamed on!—over 210 mercerized threads to the inch! White only

†TM Pacific Mills

#### Now! Colors with a plus!

- Different from most bedding, Pacific sheets and pillowcases *match exactly!*
- Different from most pillowcases, Pacific cases are Sanforized®—have the same exquisite sheen and texture of Pacific Sanforized sheets
- Now—no more slightly-off shades to spoil *your* bed's smart look!

GET YOUR PACIFIC CONTOURS NOW—AT LOW, LOW WHITE SALE PRICES



# making Bother Every Day

Each day, you tidy Pacific Contours in just 20 seconds!

**Stopwatch test** by York Research Corporation shows—average time to remake a morning bed, twin size, with flat sheets is 79.4 seconds . . .



. . . with non-wrinkling, can't-come-untucked Pacific Contour sheets—average time to remake bed is only 20.3 seconds!

BEDS COURTESY OF RICHARD WHEELWRIGHT

FOUR BOX CORNERS  
—SHEET CAN'T  
COME LOOSE

BOUNCE, KICK, TURN  
—SHEET WON'T  
WRINKLE

ANCHORED AT FOOT BY  
TWO BOX CORNERS

KICK-FOLD DROPS FLAT  
AS YOU PULL UP  
TOP SHEET

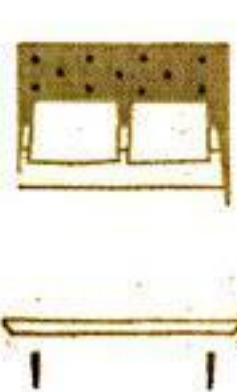
**Sounder sleeping for millions!** Go to bed on a smooth sheet . . . wake up on a just-as-smooth sheet! There's not a chance for a Pacific Contour Bottom sheet to bunch up under you. Four fit-the-mattress corners hold sheet smooth all week! Try it—you won't ever want to sleep on any other sheet!

**Extra toe-room!** Only the Pacific Contour Top\* sheet has this expansion Kick-fold. Husbands love the way it *balloons up* six inches—gives plenty of wiggle space for freedom-loving toes! Women love the way a pull at the top hem tidies the bed in just 20 seconds!

\*Pat. pend.



**Rose pink**—brings out the rich, warm tones of mahogany



**Maize**—wonderful with the new bleached woods



**Mint Green**—perfect for yellow-toned maple



**Blue**—decorator's choice for walnut



**Lilac**—favorite for antique brass beds

Everybody's changing to

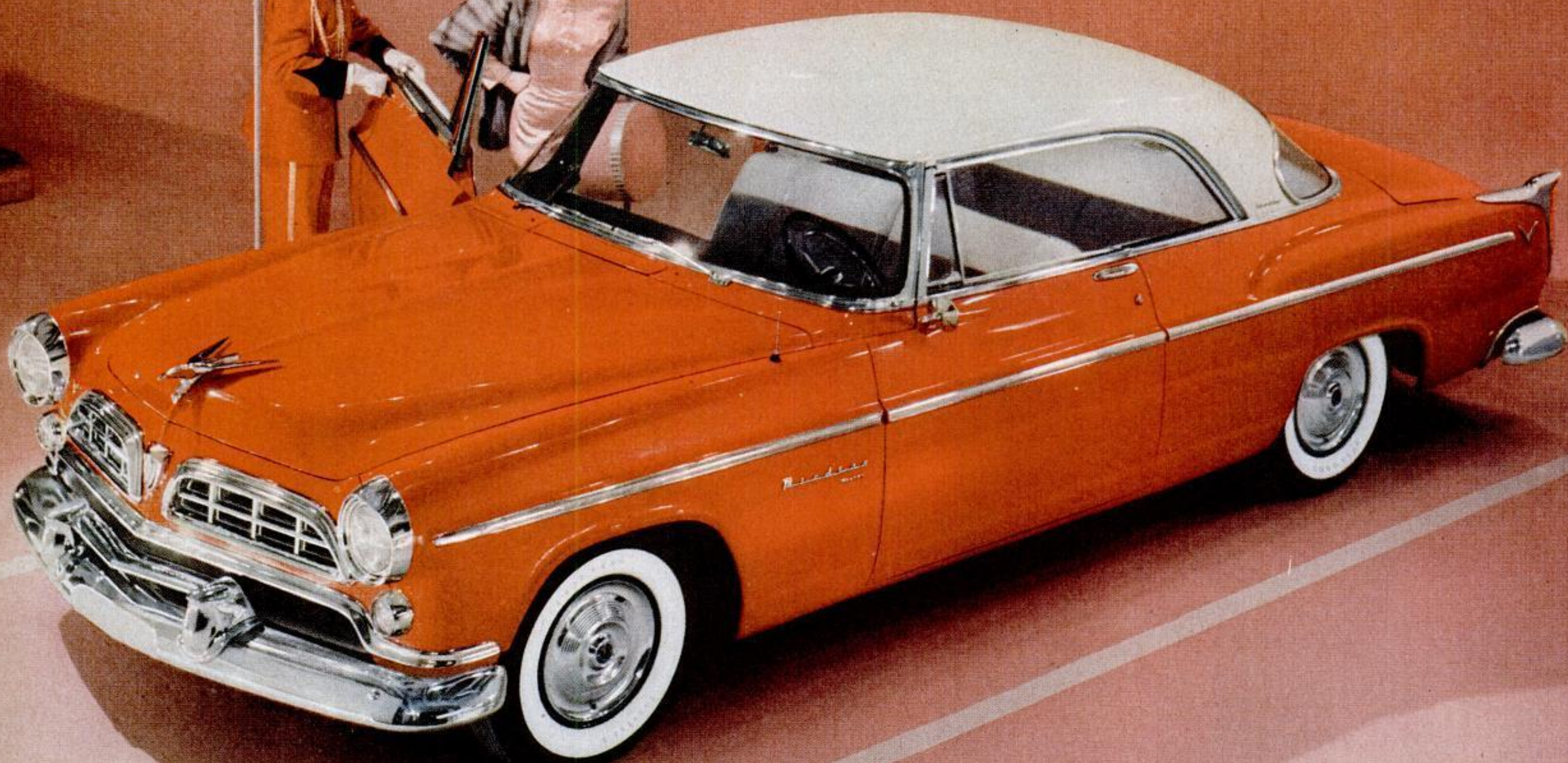
**PACIFIC  
Contour® SHEETS**

"Contour" is the registered trademark for Pacific's mattress-fitting sheets

WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. L1, 1407 BROADWAY, NEW YORK 18 • PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH



# THE 100-MILLION-DOLLAR LOOK!



WINDSOR DELUXE NASSAU IN BRILLIANT TANGO RED AND PLATINUM

## It's a totally new fashion in Tailored Steel

Now you see what all the excitement's about! Now you see the *newest* new car in this generation — the brilliantly different Chrysler for 1955 with its dramatically sweeping silhouette in tailored steel.

New longer, lower, leaner lines . . . luxurious new fashion-forecast interiors . . . new Super-Scenic Windshield with swept-back posts . . . new, massive

front-end . . . new Twin-Tower tail-lights that say "STOP!" with great authority . . . new PowerFlite Range-Selector on the dash panel . . . new *everything* inside, new *everything* outside!

MORE NEWS: Every Chrysler is now a V-8 with engines up to 250 hp. *Plus* PowerFlite, most automatic of all no-clutch transmissions . . . Full-Time

Coaxial Power Steering, double-width pedal Power Brakes, Power Seats. And new tubeless tires!

See your Chrysler dealer as soon as you can and see why now, more than ever before, the power of leadership is yours in a Chrysler. You'll feel a new personal power and personal pride that the ordinary motorist cannot even imagine!

AMERICA'S MOST SMARTLY DIFFERENT CAR . . . **CHRYSLER** FOR **1955**



# A LOOK AT THE WORLD'S WEEK

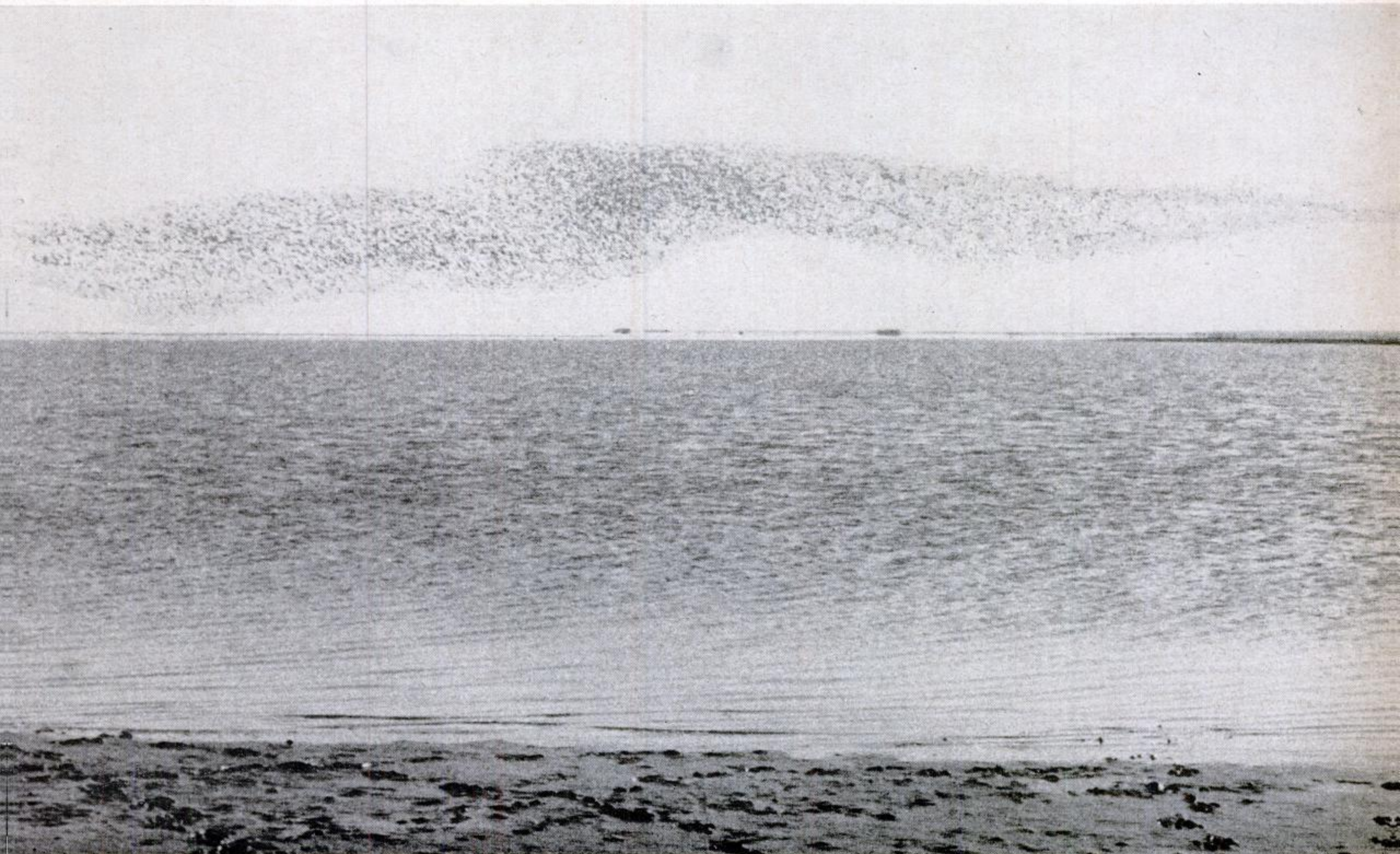


## AFTER A PEKING COUCH FOR TWO, AN OPEN DOOR

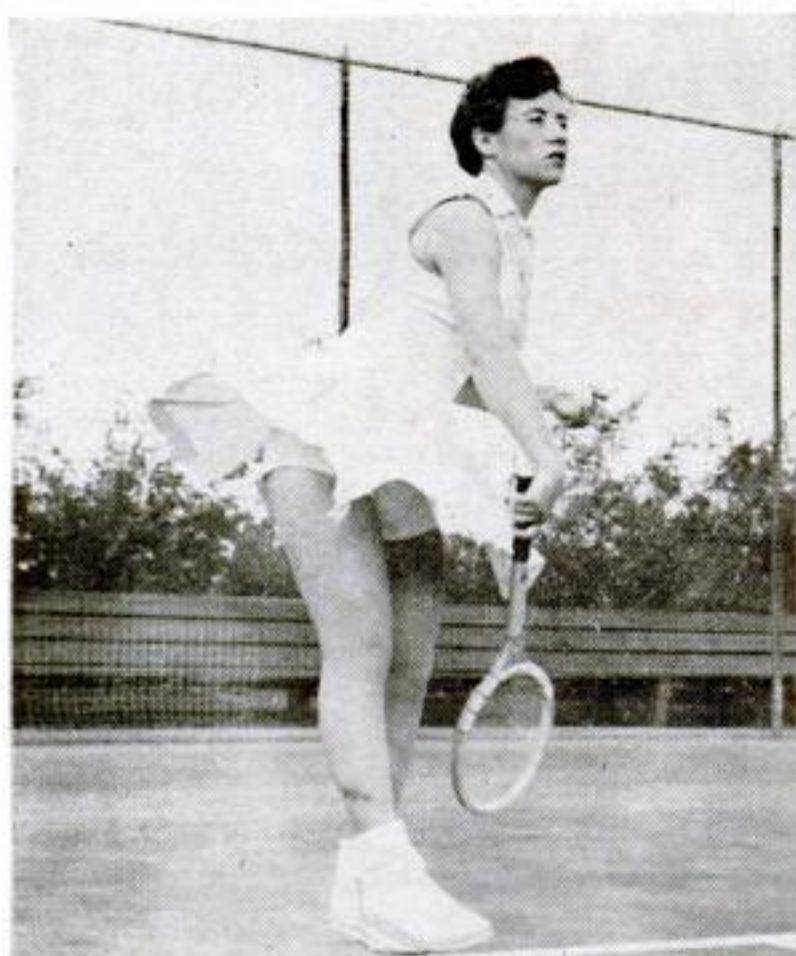
In Peking the U.N.'s Dag Hammarskjöld and China's Chou En-lai sat down on a two-man couch (*above*) to discuss release of 11 U.S. airmen. Back in the U.S. last week, Hammarskjöld said Chou made no promises. But, he added, "the door has been opened" for negotiations if U.S.-China tension could be reduced. President Eisenhower was disappointed in the nebulous results but warned against "impetuous words or deeds."

## WILD GOOSE CHASE (AFTER 65,000) IN LOUISIANA

In winter when the blue geese gather in the Louisiana flatlands to feed, they are pursued by hunters. Launching a late-season expedition, a New Orleans builder went after them in a 55-foot yacht. His party flushed a flock, expecting it to fly above them and on toward land. But the wise geese took an unexpected turn and, as the hunters watched helplessly, some 65,000 potential Sunday dinners disappeared out over the Gulf.







### SCARRED CHAMPION'S RETURN

A scar showing on the leg broken in a riding accident, Maureen Connolly, top woman tennis player, prepared in San Diego for her first tourney since the mishap.



### CRY FROM AN IMMIGRANT

Navy Lieut. Norman Donahoe had gone to Greece to adopt 17-month-old Roni Marie. A month later in New York, Roni greeted her new mother with a small cry.



### CONGRESSIONAL PANTS HUNT

Unable to rent dress pants in Washington to drape on his 320 pounds, Representative James Tumulty sped home to New Jersey, was caught during a fitting.



### A SEARCH IN A SUICIDE VOLCANO

Rescue workers descended into Mt. Mihara, Japan's "suicide volcano," for two Tokyo lovers who tried to end their lives. They found them alive but with the woman's foot dissolved by lava.

### STARTLING SIGHT FOR ANGELENOS

Traffic was jammed in the hills outside Los Angeles as Angelenos motored out to look at a highly unfamiliar local phenomenon and something most of the children had not seen before—snow.





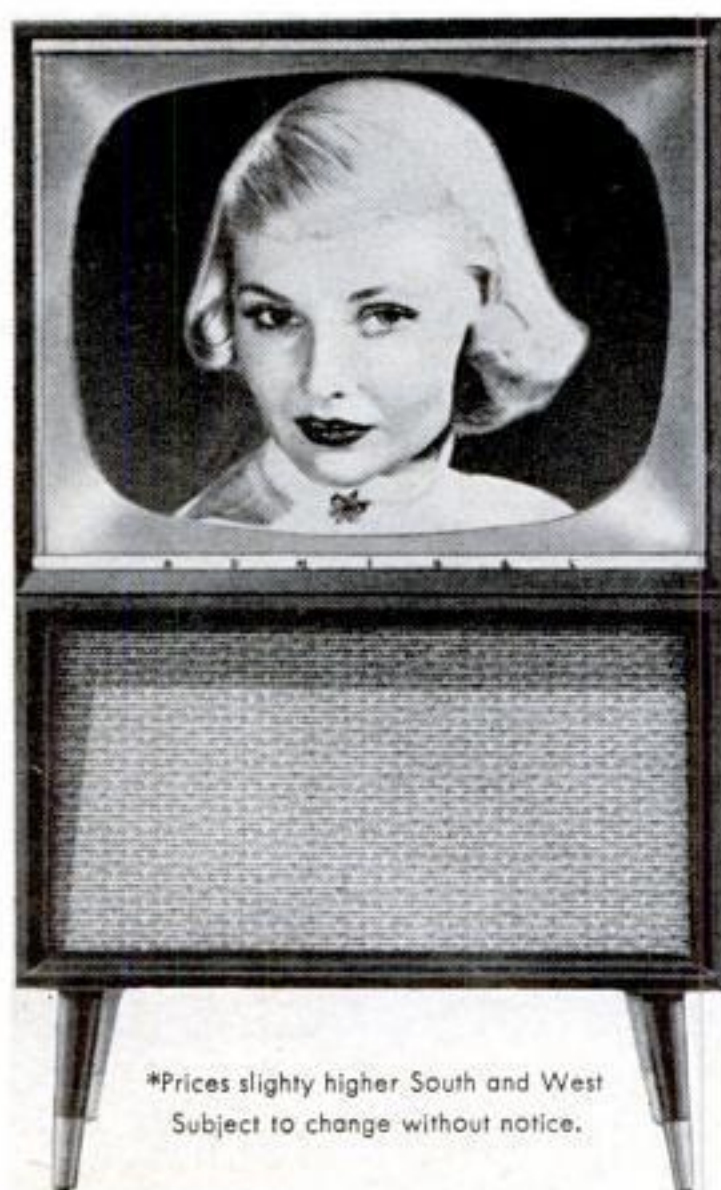
**Brand New! and  
amazingly low-priced!**

**ADMIRAL 24" TV**

**only \$229<sup>95</sup>\* The Honduras  
Ebony Finish**



A D M I R A L



\*Prices slightly higher South and West  
Subject to change without notice.

**Giant 21" TV—The Nassau.** 270 sq. in. *aluminized* picture tube. Mahogany or blonde oak finishes, matching base extra. Ebony finish—\$149.95.\*

On TV—Bishop Fulton J. Sheen, "Life is Worth Living." See local paper for time and station.

**Huge 335 sq. in. screen, yet amazingly compact cabinet! Aluminized tube for pictures that are twice as bright. Also blonde oak or mahogany finish. Matching base optional.**

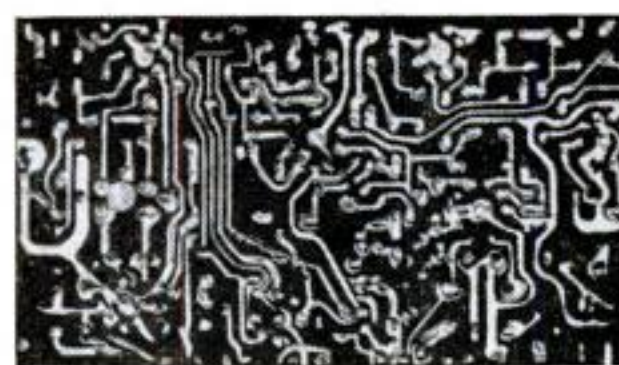
## **AUTOMATION by Admiral makes possible TV with new ROBOT Chassis and highest quality features at unbelievably low prices!**

Here is a mass production method so dramatically advanced that it revolutionizes TV manufacture, just as the assembly line revolutionized auto-making! Automation by Admiral brings you the world's first TV chassis with

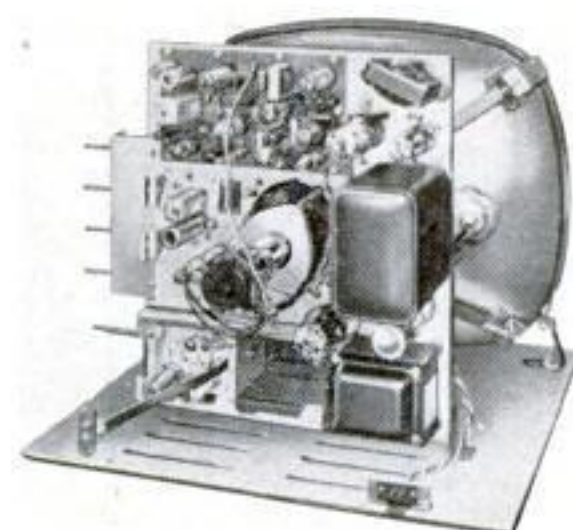
over 50% of the circuits assembled by automatic machines. Chances of human error are eliminated, quality assured, production is speeded . . . making possible deluxe TV at lowest prices in television history.



**THE OLD.** This sectional view of regular television chassis shows complex maze of wiring.



**THE NEW.** Precision circuits made by Admiral Automation are simple and trouble-free.



*Your Home Deserves the Best...that's Always* **Admiral**



# Relieve that dry-lip feeling fast

with



Use 'Chap Stick' regularly to keep  
lips refreshed and comfortable



Wonderfully soothing for the  
tender lips of children

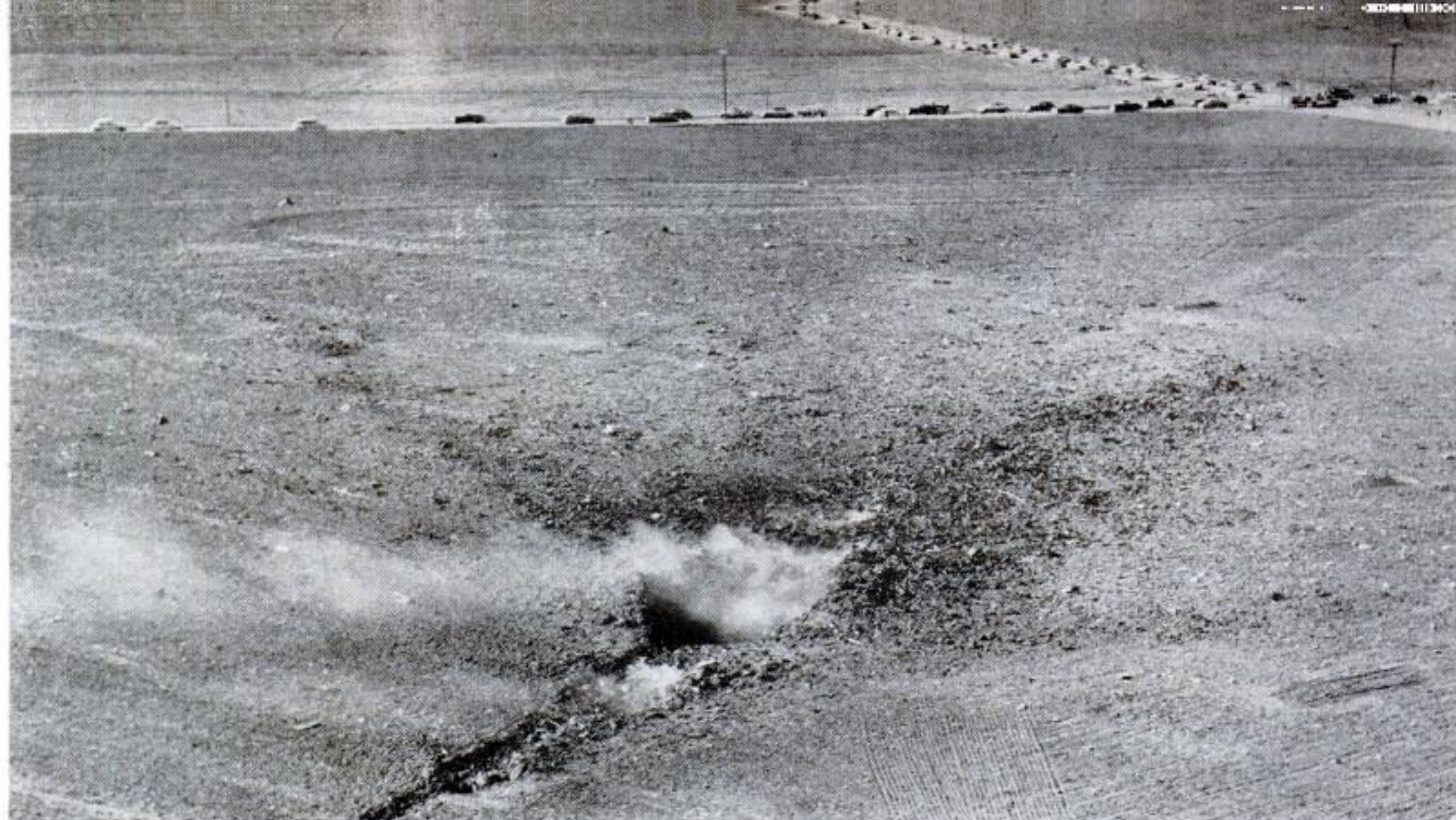


There's a Personalized\* 'Chap Stick'  
for every member of the family

★

Our men in the Armed Forces  
were among the first to discover  
the soothing benefits of 'Chap  
Stick'. Today it's the largest-sell-  
ing lip balm in the world. Brings  
lasting comfort to lips that are  
dry, cracked and sore. Pocket-size.  
Specially medicated — antiseptic.  
Personalized\* so you can tell your  
own at a glance. Carry 'Chap  
Stick' with you always... use it  
regularly. It keeps lips fit.

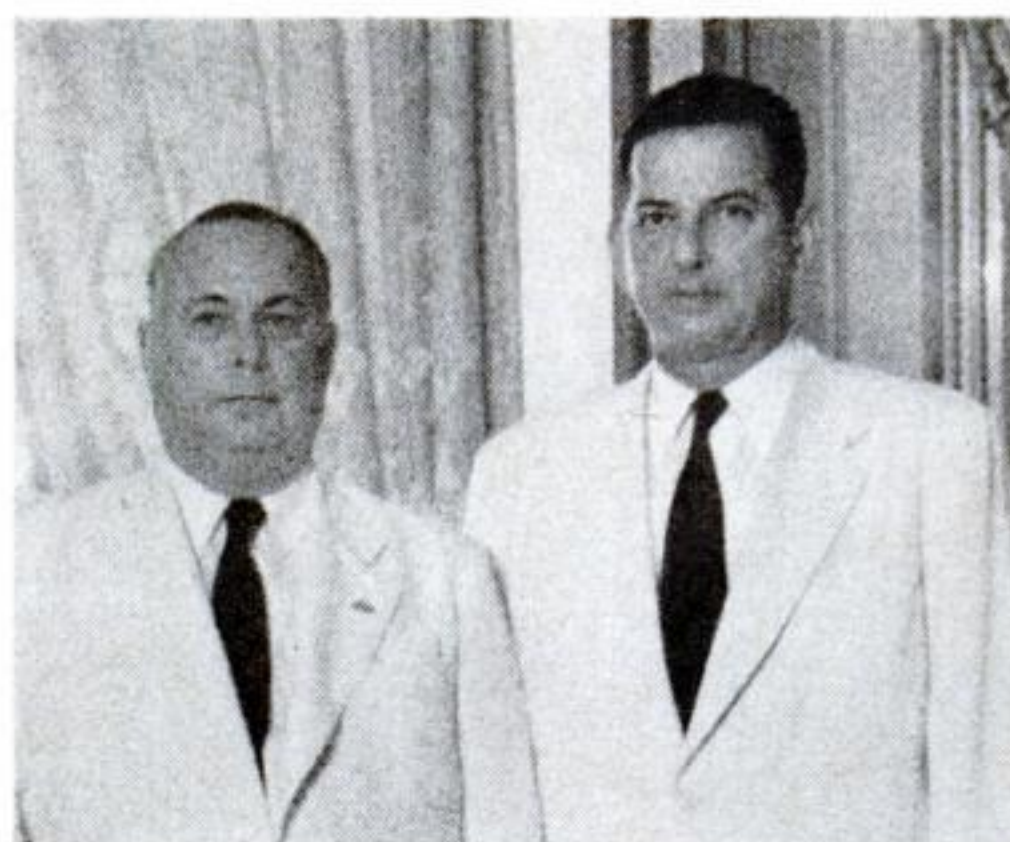
Refuse all substitutes, no other  
lip balm offers you its  
exclusive formula.



## AN IMPRINT OF DEATH IN A FIELD

Winging by Braman, Okla. on a routine flight, an Air  
Force B-47 jet bomber went into two slow rolls and  
plunged earthward. As farmers watched, the plane hit  
a wheatfield and exploded, digging an 18-foot hole in

the ground and cutting a trench where a wing hit. So  
complete was the demolition that investigators have  
found no pieces bigger than a water bucket, little trace  
of the three-man crew and no clue to the accident.



## ANOTHER SWITCH IN PANAMA

Panama changed presidents again. José R. Guizado  
(left) who succeeded assassinated President Remón,  
was implicated by the assassin as a principal in the  
plot. Vice President Ricardo Arias (right) took over.



## A DEAN IN 'PAJAMA GAME'

Reta Shaw, bookkeeper in *Pajama Game*, suggested  
her sister for her role in the musical's road company.  
Marguerite (left) got the part, took leave as dean  
of women at American University in Washington.



## A FAMILIAR AND FRIGHTENING GESTURE IN ROME

Like a scary echo in a haunted house, Fascist battle  
hymns swelled along the streets of Rome last week as  
100,000 neo-Fascists raised their arms in the famil-  
iar but now forbidden salute. At 72, former Marshal

Rodolfo Graziani, the "Desert Lion" who led Mus-  
solini's legions, was dead, and Romans were parad-  
ing for his funeral. The police contented themselves  
with waiting for the outdated sentiment to subside.





Luscious. Lovely. Loaded with cherries.

Who but Sealtest makes Cherry Vanilla like this!

Sealtest is a trade mark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.





# STEALING THE SHOW

from the  
**HIGH-PRICED CARS**

## SHOW-CAR STYLING

*Sweep-Sight windshield*

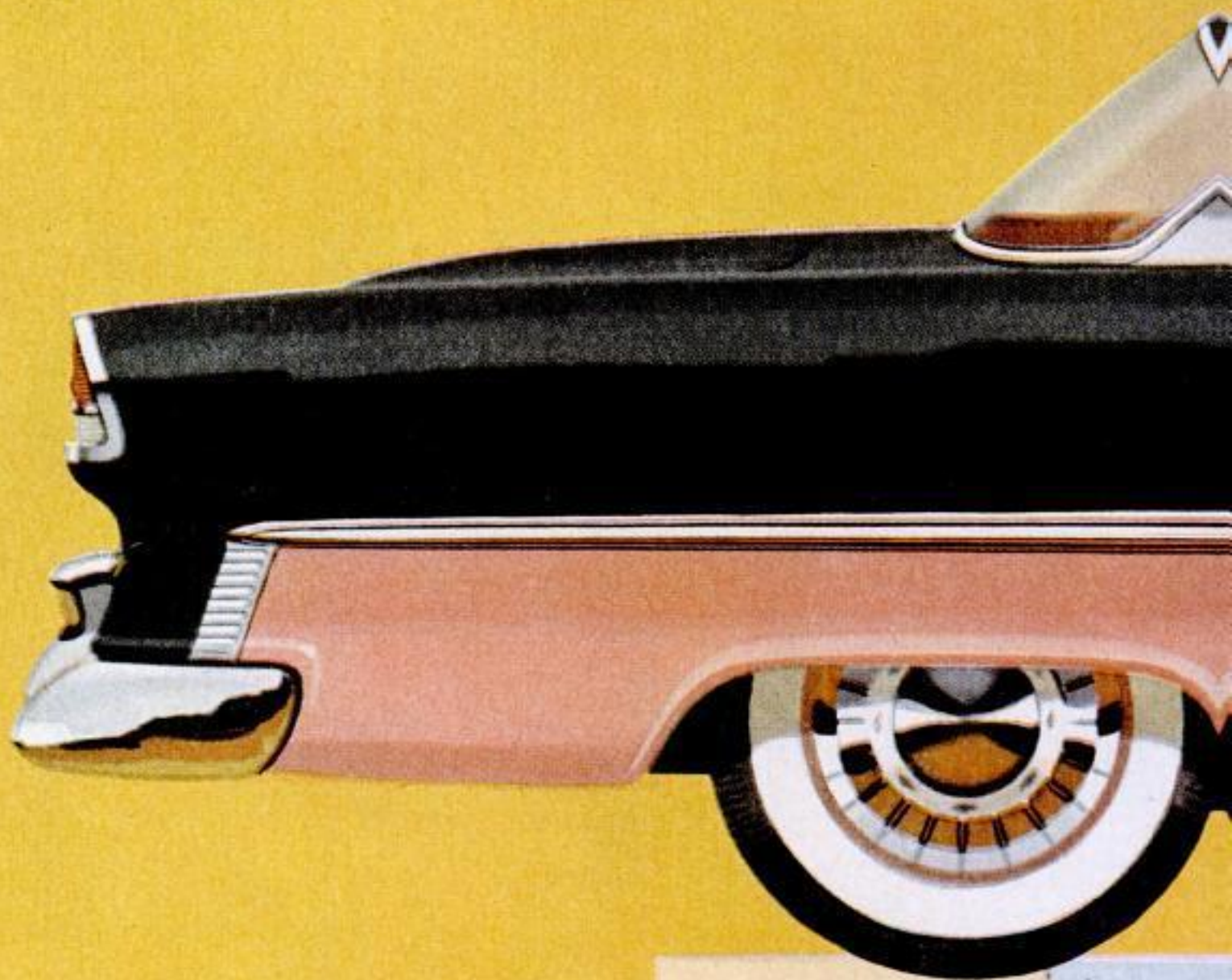
*Four-Fender visibility*

*High-Level ventilation*

*Entirely new ride*

*Ball-Race steering*

*Tubeless tires*



*two new* **6's**

**MOTORAMIC**

*New  
Standard  
Transmission*

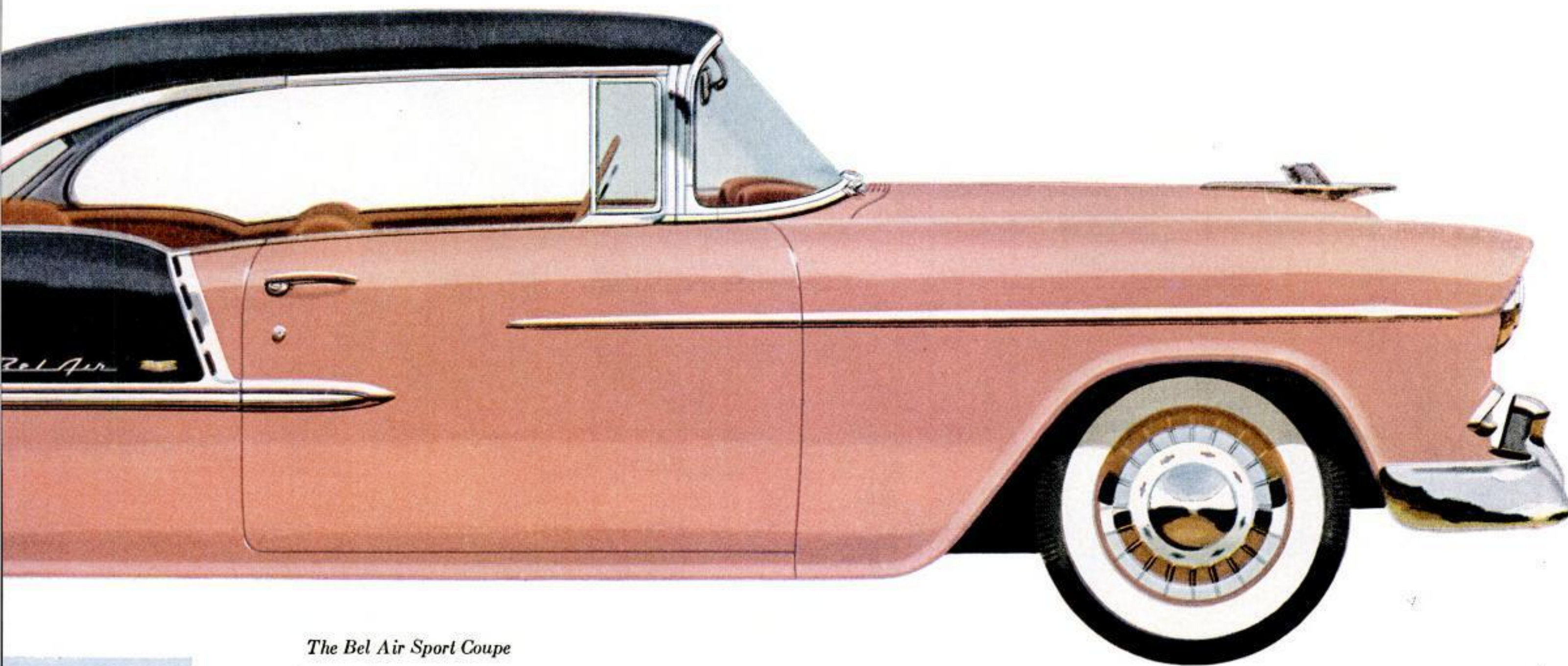
*New  
Touch-Down  
Overdrive\**

*Super-Smooth  
Powerglide\**

# CHEVROLET

\*Overdrive and Powerglide extra-cost options





*The Bel Air Sport Coupe*

MODERN  
DRIVES

You're looking at the profile of the greatest show stealer since "The Great Profile" himself—the new Chevrolet!

Time was, you know, when the high-priced cars took the bows for styling, performance, and the rest. But not *this* year. No, sir! The Motoramic Chevrolet's getting the big hand everywhere—at the auto shows, in the showroom, and on the road. And almost everybody from bankers to bobby soxers seems to love it.

But then, why shouldn't they? Where could you find a handsomer and livelier performer? (And we mean at *any* price!) You can tell just by its long, low, "let's go"

look that the Motoramic Chevrolet is strictly top billing.

And when you drive it, the curtain goes up on an exciting new drama starring *you!* Just give the nod to Chevrolet's new 162-h.p. "Turbo-Fire V8" or one of the two new "Blue-Flame" 6's, and you'll see what we mean. Then Chevrolet brings you all the luxuries a first-nighter could ask for—plus a full program of extra-cost options, even to air conditioning on V8 models.

The next performance starts any time you drop in. No ticket needed.

**SEE YOUR CHEVROLET DEALER**

**MORE THAN A NEW CAR...A NEW CONCEPT OF LOW-COST MOTORING!**



## Just little old me

Any old time you get a little old notion, you can do it. Whip up a big, moist and tender cake that will do the fastest disappearing act you ever saw. Pillsbury practically does it for you because Pillsbury Cake Mixes are the *complete* kind—the one leading brand with fine, country-fresh eggs right in the mix. Just add milk. Then just you wait!



WHITE



CHOCOLATE FUDGE



GOLDEN YELLOW



SPICE



P. S.—Add water to Angel Food

# Pillsbury CAKE MIXES

The only leading cake mixes with  
country-fresh eggs right in the mix.  
(Now available in Canada, too!)



# Booth Bows Again

## BURTON OUTROARS SEA TO PREPARE FOR TRAGIC ROLE

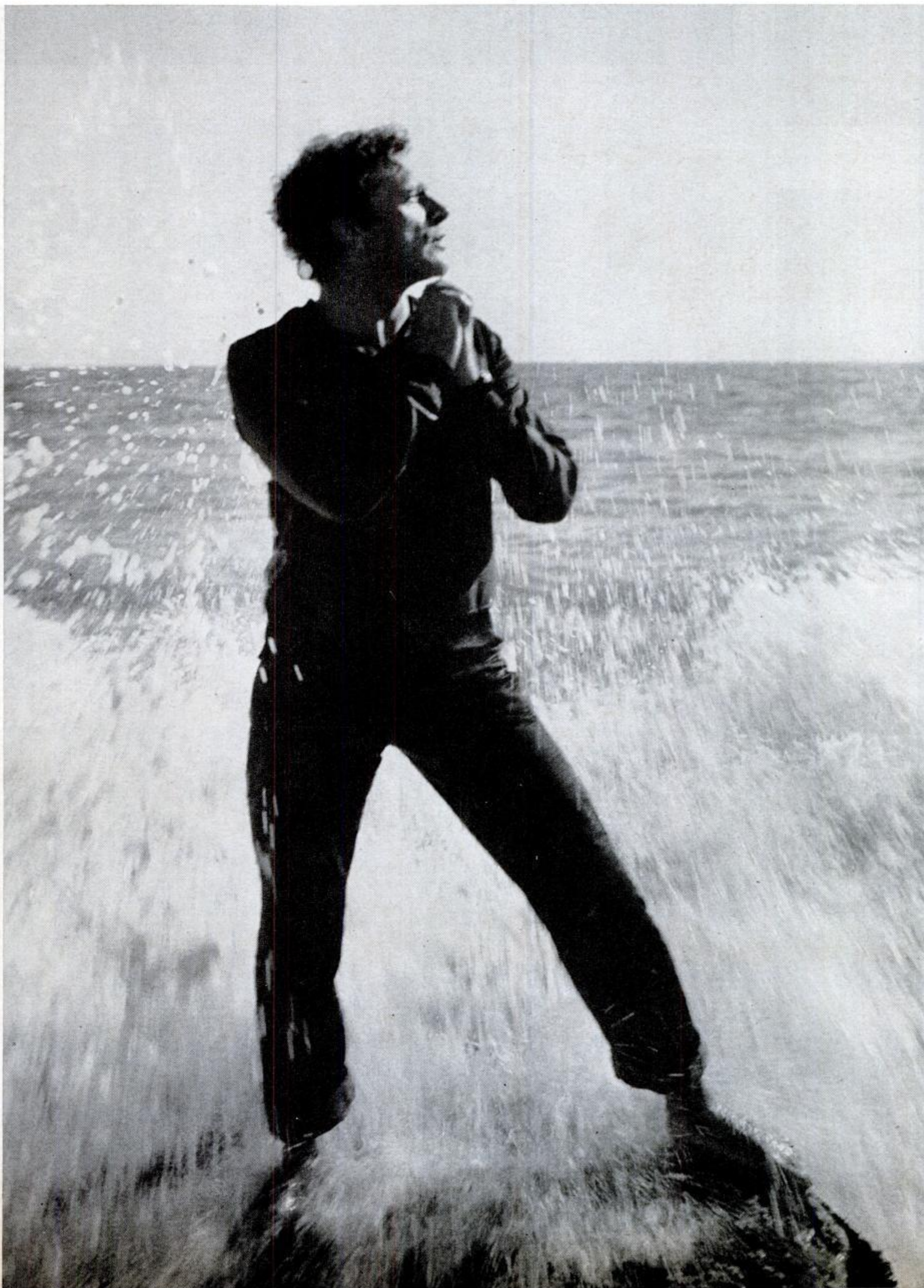
The most effective piece of Hollywood casting in years has put the most promising young classical actor alive today into an old-fashioned, histrionic part that seems tailor-made for him. The actor is Welsh-born Richard Burton and the part is that of famed American tragedian Edwin Booth in 20th Century-Fox's new film *Prince of Players*. Volatile Burton at 29 is no stranger to many of the volatile Booth's famous roles, having played them almost continuously since he was 16. His mellifluous portrayal of the

great actor enlivens what would otherwise be just another routine CinemaScope epic.

To get in shape for the demanding gyrations of classical tragedy, Actor Burton loves to balance in the Pacific surf (below) and shout Shakespearean verse to American blues tunes. Dodging the waves perfects the footwork, says he, and reciting poetry to unlikely music "sharpens the wit and strengthens the throat. You sound like nothing at all. Then you go in the studio and deafen the sound men."



**REAL BOOTH** (1833-93) was the son of the half-mad Shakespearean Junius Brutus Booth, the brother of the assassin John Wilkes Booth. He established first great U.S. theatrical name, starred in England and Germany.



**ACTOR BURTON** rehearses Ariel's song from *The Tempest*. "Full fathom five thy father lies" is put to the tune of *Frankie and Johnny* in a successful attempt to drown out the noise of the Pacific Ocean surf off Santa Monica.



BOOTH CONTINUED

## LIFE OF TRAGEDY ONSTAGE AND OFF



AS **RICHARD III**, Booth takes over his first big role when his erratic father finally quits road tour.



AS **HAMLET**, here in scene with mother (Eva Le Gallienne), he makes successful debut in London.



AS **ROMEO** in New Orleans, Booth falls in love with his Juliet, a local actress named Mary Devlin.



AS A **CHILD**, Edwin (above) had job of coaxing drunken actor-father (Raymond Massey) to theater.

AS A **BEREAVED HUSBAND**, Booth (below) buries his young wife who has died of tuberculosis. ↓



A **FANATICAL BROTHER**, John Wilkes Booth (below), having shot President Lincoln in theater

box, draws a knife and leaps to stage. Public fury over the deed almost finished Edwin Booth's career.





# Already people are saying it's the **smartest of the smart cars**

It's hard to remember when a new car has caused so much comment. But it's easy to see why. Barely five feet high, here's the longest, lowest, widest, most glamorous De Soto ever built. In any one of 55 color combinations it has an eye-catching verve and beauty as modern as tomorrow. All the power you can use and every automatic feature you could want—Powerflite Transmission, Full-Time Power Steering, Feather-Touch Power Brakes, Four-Way-Power Front Seat and Air Conditioning.\*

See your De Soto dealer and take a turn at the wheel of "the smartest of the smart cars" today. De Soto Division, Chrysler Corporation.

\*Optional equipment.



**TWO MIGHTY V-8's.** The famous Firedome increased to 185 hp. at a new low price. Shown here is the fabulous Firelite, a brand-new 200 hp. series.

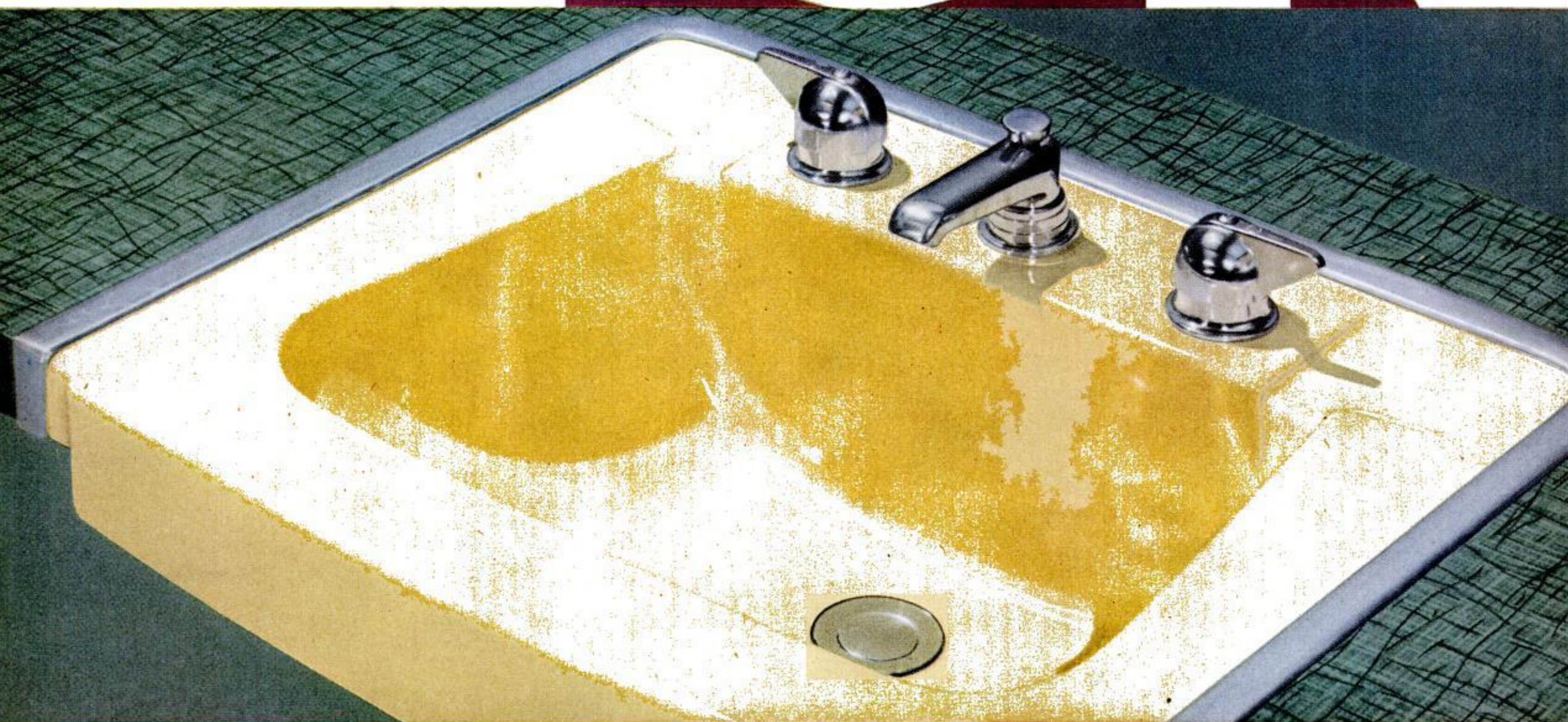
## the **NEW DE SOTO** with the Forward Look

DESOTO-PLYMOUTH dealers present GROUCHO MARX in "YOU BET YOUR LIFE" on NBC RADIO and TV



**CRANE  
STARTS ITS  
SECOND CENTURY  
OF QUALITY**

**Founded  
July 4, 1855**



"COUNTRESS" LAVATORY FITS INTO TILE OR FORMICA COUNTERTOP. READY TO INSTALL, PRICES START AT \$39.45 (Suggested Consumer Price)

"You can see we didn't cut any corners," says the builder—and that's exactly what the Crane sign tells you. In fact, more architects, plumbing contractors, and builders agree that Crane is the finest—in beauty of design, convenience of use, precision engineering, and long life. With Crane you know the whole house is quality throughout.

**CRANE CO.**

VALVES • FITTINGS • PIPE  
KITCHENS • PLUMBING • HEATING





# When you're in the market for a new house

Look in the bathrooms for the answer to these questions:

"How well built is this house?"

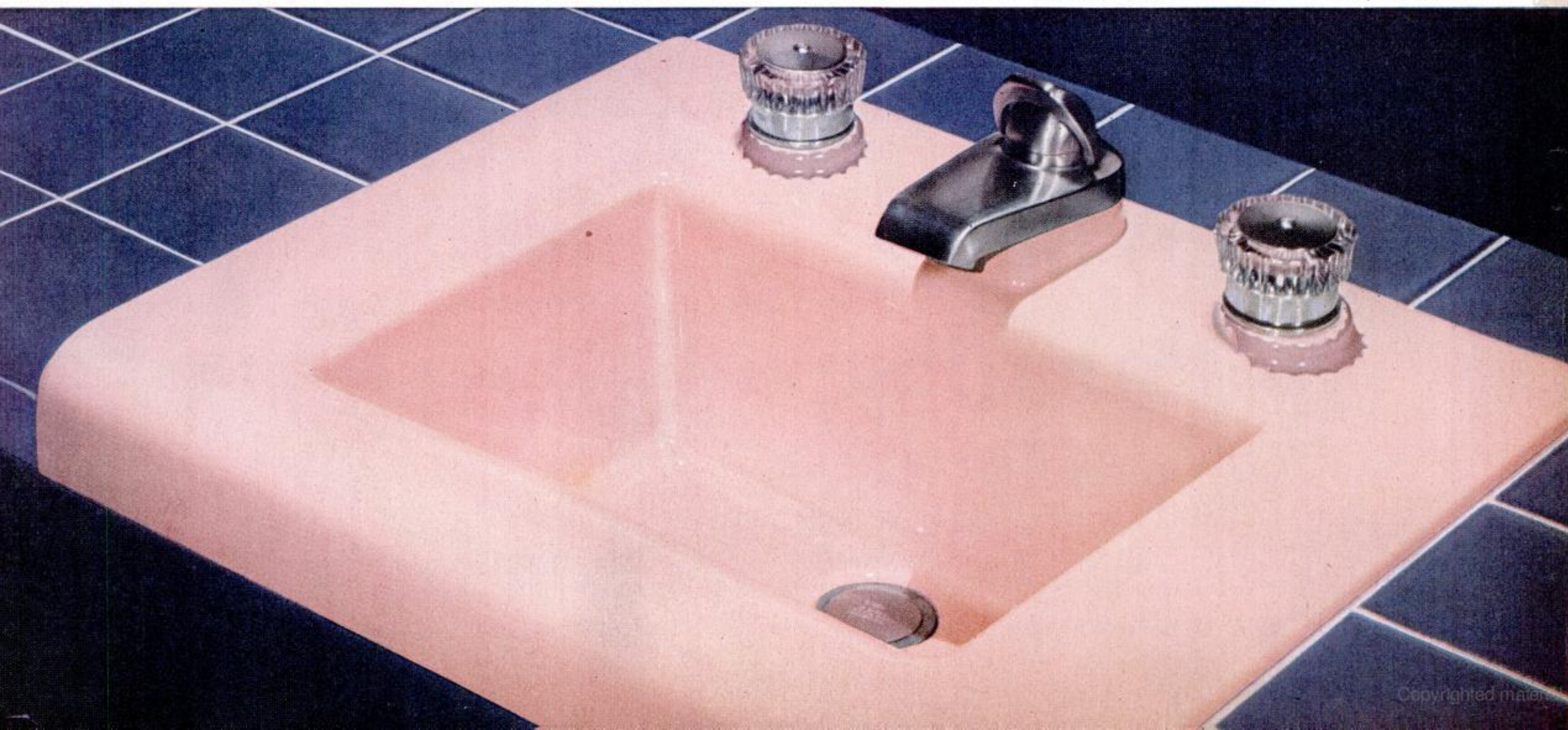
"What will it be worth 10 years from now?"

Because—the bathrooms are where a house first shows its age. If the name on the fixtures is Crane, you have design that is advanced today and modern tomorrow—thanks to famed designer, Henry Dreyfuss.

So Crane bathrooms are more than the most desired in beauty and good taste. They are "value insurance" that will help keep your new home looking new longer.

Ask your Crane Plumbing and Heating Dealer about the wide selection of fixtures in the Crane line.

**"CRITERION" LAVATORY EITHER FITS INTO COUNTERTOP OR STANDS ALONE. READY TO INSTALL, PRICES START AT \$104.90 (Suggested Consumer Price)**







# Voyages to Paradise

A CAMERA IN SOUTH SEAS SEEKS  
FAMOUS SCENES IN LITERATURE

Photographed for LIFE by ELIOT ELISOFON

Scattered over 4,000 miles of the Pacific below the equator are the islands of Polynesia, lush green and crimson specked: the Friendly, Samoa, Cook, Society, Low, Marquesas and Hawaiian archipelagoes, Easter Island and New Zealand. Their peoples are handsome and cheerful; their life, cadenced to the slow sweep of surf breaking on their fringing reefs, is unhurried. For more than a century a brilliant succession of famous writers—Herman Melville, Pierre Loti, Robert Louis Stevenson, W. Somerset Maugham and many others—have come to these islands to stay for a few months, or years, or for always. Enchanted by the scenery and gentle friendliness of the people, they have written vivid books about them and built up a rich literature of the South Seas. LIFE's Eliot Elisofon and his wife Joan traveled more than 10,000 miles back and forth through Polynesia by plane, trading schooner, outrigger canoe, horseback and on foot, seeking the places and re-creating the events that produced this literature.

On this and the following pages LIFE presents Elisofon's literary





*A fisherman on the Pacific near Moorea*

South Seas with each picture captioned by the quotation that inspired it. The men who wrote these words were various. The adventurous American, Melville, jumped his whaling ship in the Marquesas in 1843 to escape a tyrannical captain and was held prisoner by cannibals until rescued by an English ship. The shy Frenchman Loti visited the islands in 1872 and lived the romance he later wrote in *Rarahu*. The ailing Scot Stevenson arrived in the 1890s in quest of a cure for his "dicky" lung. The French artist Paul Gauguin, fleeing Europe's cold conventions for the warmth and freedom of the tropics, came to the South Pacific in 1891. Just before World War I, Frederick O'Brien of Maryland spent a year among "the simple, friendly cannibals" of the Marquesas and James A. Michener arrived with the U.S. Navy to help fight World War II. Stevenson said, "The first love, the first sunrise, the first South Seas island, are memories apart, and touched a virginity of sense." It is this shared experience, which Stevenson declared could never be repeated, that links them all.

## Mysterious, divine Pacific

To any meditative Magian rover, this serene Pacific, once beheld, must ever after be the sea of his adoption. It rolls the midmost waters of the world, the Indian Ocean and Atlantic being but its arms. The same waves wash the moles of the new-built Californian towns, but yesterday planted by the recentest race of men, and lave the faded but still gorgeous skirts of Asiatic lands, older than Abraham; while all between float milky-ways of coral isles, and low-lying, endless, unknown Archipelagoes, and impenetrable Japans. Thus this mysterious, divine Pacific zones the world's whole bulk about; makes all coasts one bay to it; seems the tide-beating heart of earth.

HERMAN MELVILLE, *Moby Dick*





*A girl coming from the surf on Western Samoa*

## **SOUTH SEAS** CONTINUED

### **Artist's dream**

Hinatini . . . stepped beneath the stream of crystal water and laughed at the cool delight of it on her smooth skin. It was a picture of which artists dream, the naked girl laughing in the torrents of transparent water, the wet crimson blossoms washing from her drowned hair. . . .

FREDERICK O'BRIEN, *White Shadows in the South Seas*

BY PERMISSION OF APPLETON-CENTURY, CROFTS, INC.

### **Island maid**

She had been fishing; all she wore was a chemise, and it was wetted through. She was very young and very slender for an island maid, with a long face, a high forehead, and a shy, strange, blindish look, between a cat's and a baby's.

ROBERT LOUIS STEVENSON, *The Beach of Falesá*

### **Tropical richness**

But the spot that entranced him was a pool . . . where the natives came sometimes to bathe or to wash their clothes. The coconut trees, with their frivolous elegance, grew thickly on the banks, all clad in trailing plants, and they were reflected in the green water. . . . It had a tropical richness, a passion, a scented languor which seemed to melt the heart.

W. SOMERSET MAUGHAM, *The Pool*



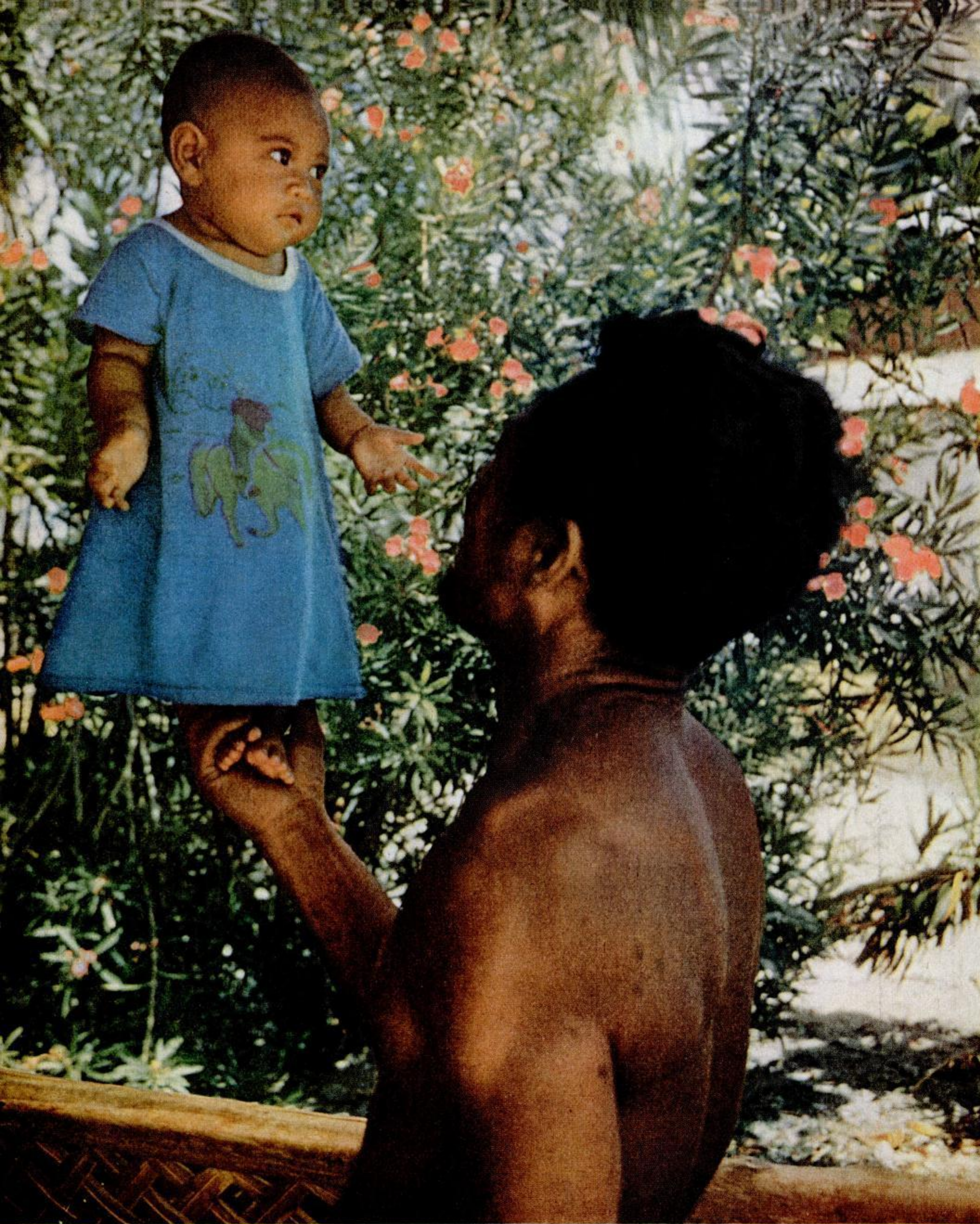
*Maugham's "Pool" near Apia in Western Samoa*

*In a Tahitian rapids, a bather*









*Proud Tuamotan father and child*

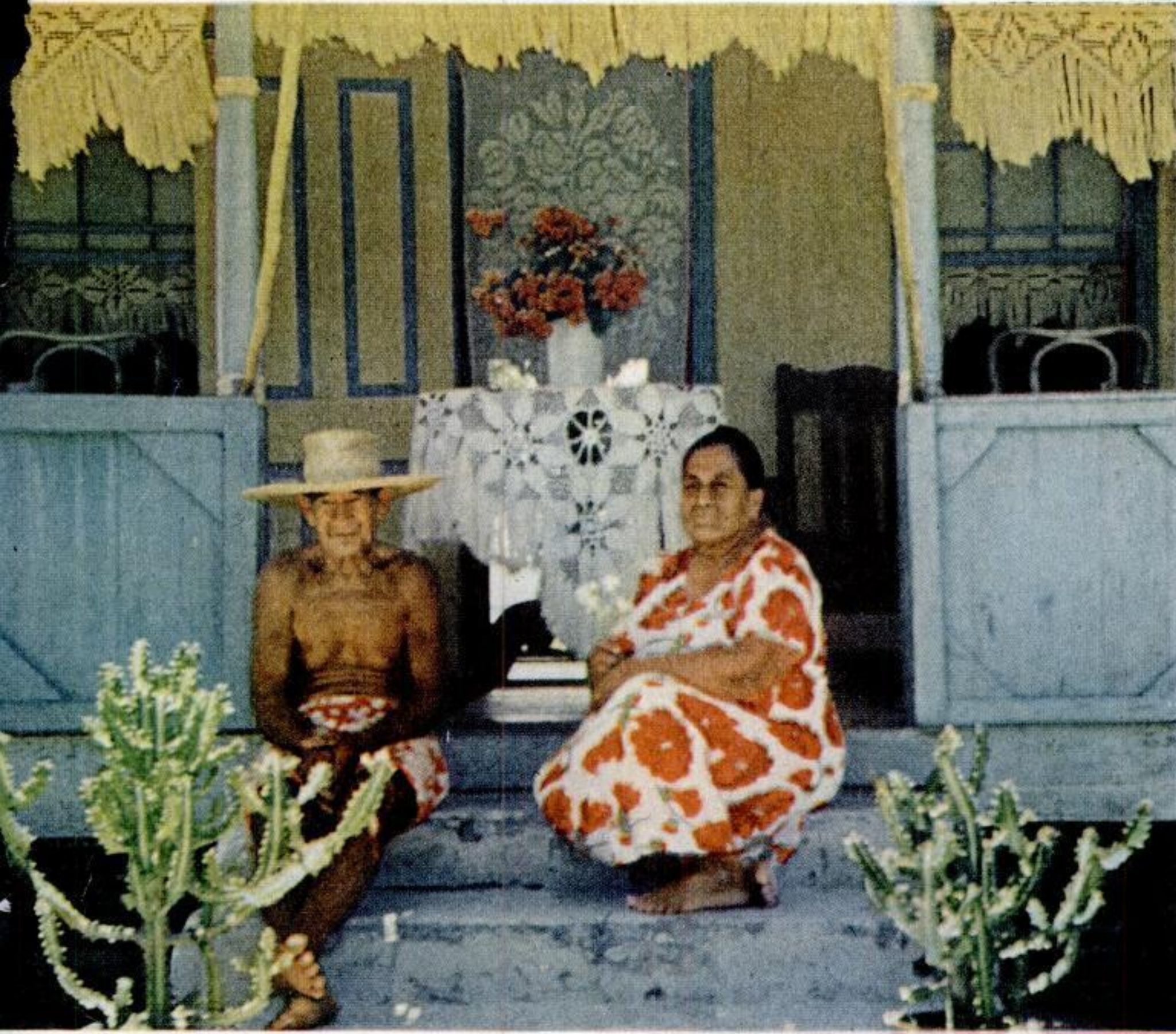
## Happy is the man

... No people in the world are so fond or so long-suffering with children—children make the mirth and the adornment of their homes, serving them for playthings and for picture-galleries. "Happy is the man that has his quiver full of them." The stray bastard is contended for by rival families; and the natural and the adopted children play and grow up together undistinguished. The spoiling, and I may almost say the deification, of the child, is nowhere carried so far as in the eastern islands. ...

ROBERT LOUIS STEVENSON, *In the South Seas*

*Swimming boys in Takaroa lagoon*





*An old couple resting in Takaroa*

### Cheerful dignity

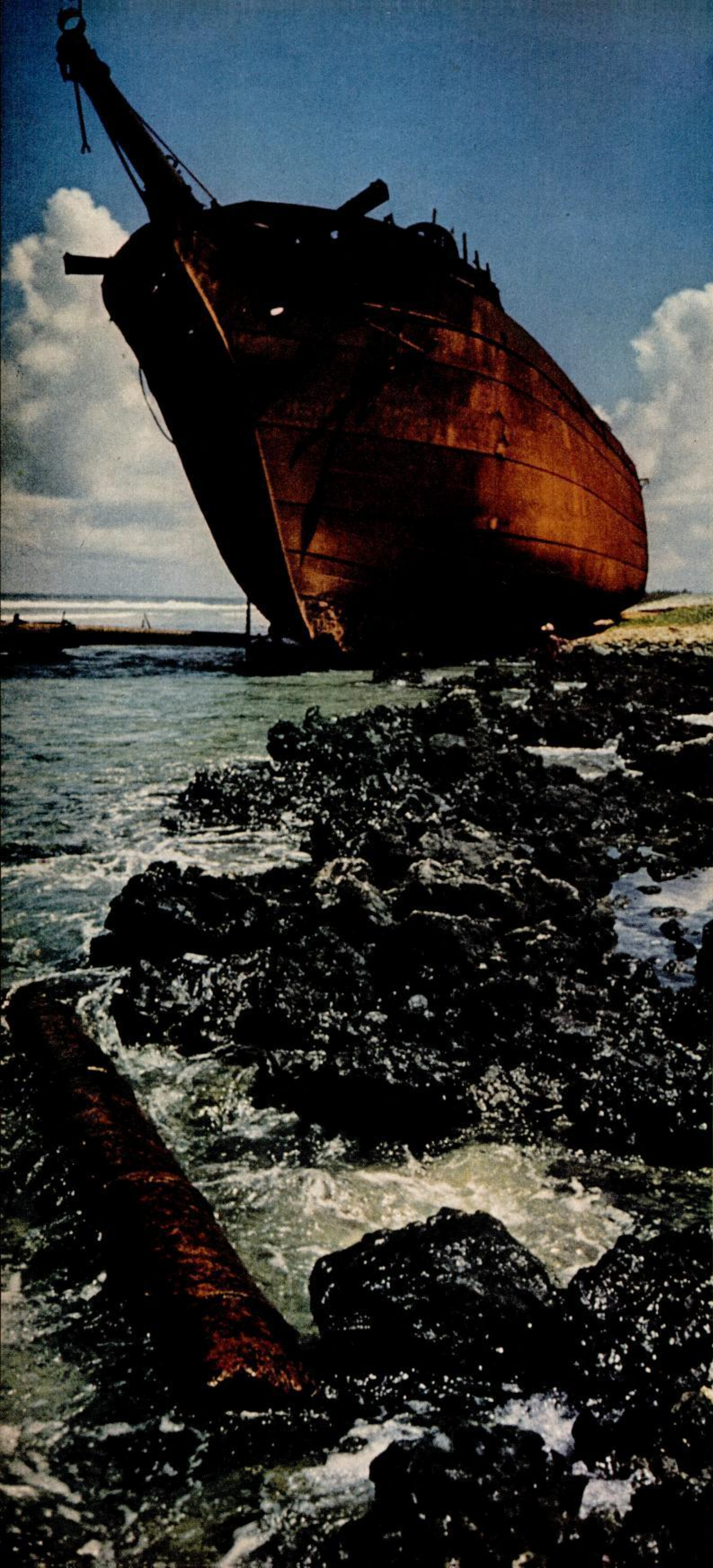
There is no other group of islands so remote from any continent. The inhabitants, few in number, are Polynesians, with the cheerful dignity of their race; but the loneliness, the enforced simplicity, and the precariousness of life faced with the perpetual menace of the sea have made them sturdy and resourceful and have implanted in them an abiding sense of the tragic nature of man's fate.

NORDHOFF AND HALL, *The Hurricane*

BY PERMISSION OF LITTLE, BROWN & CO.







## Dry-dock

A huge ship (the *County of Roxburgh*), . . . solemn and lonely of aspect, . . . lifted a black bulk. . . Carried over the reef upon a gigantic wave, and perched upon a bed of coral in which she now fitted as snugly as in dry-dock, she had withstood the storms and tides of years, and doubtless must stay in that solitary spot until time should disintegrate her metal and dissolve its atoms in the eternal sea.

FREDERICK O'BRIEN, *Atolls of the Sun*

*County of Roxburgh on Takaroa reef*





*Bora Bora as the airborne author saw it*

## **Perfection from aloft**

I saw it first from an airplane. On the horizon there was a speck that became a tall, blunt mountain with cliffs dropping sheer into the sea. About the base of the mountain, narrow fingers of land shot out, forming magnificent bays, while about the whole was thrown a coral ring of absolute perfection, dotted with small motus on which palms grew . . . . That was Bora Bora from aloft.

JAMES A. MICHENER, *Return to Paradise*

BY PERMISSION OF RANDOM HOUSE, INC.





## **The illumined water**

The land ahead of us was illumined with moving fires. They were enormous torches made of the dry branches of the cocoanut trees. It was a magnificent picture. The families of the fishermen were awaiting





us on the sand on the edge of the illumined water. Some of the figures remained seated and motionless; others ran along the shore waving the torches; the children leaped hither and thither. . . .

PAUL GAUGUIN, *Noa Noa*

*Fiery greeting for canoes in Tahiti*



## Felicitous atmosphere

Ah Jong's place was as squalid as the rest of the Chinese shops of Tahiti, but there was a certain felicitous atmosphere created by the good fellowship of the neighbors. . . . Ah Jong, like all the others, had built his shop as he would have built it in Canton, from scraps of old lumber, packing cases, and bamboo, with a roof of tin cut from kerosene tins, a ceiling of old flour bags, and windows of plaited reeds.

ROBERT DEAN FRISBIE, *My Tahiti*

BY PERMISSION OF LITTLE, BROWN & CO.

## Decently drunk

He was a whiskey-guzzling Scotsman and he downed his whiskey neat, beginning with his first tot punctually at 6 in the morning, and thereafter repeating it at regular intervals throughout the day till bedtime, which was usually midnight. He slept but five hours out of 24 and for the remaining 19 hours he was quietly and decently drunk . . . his sleep was so short that he never had time to sober up.

JACK LONDON, *Yah!!! Yah!!! Yah!!!*



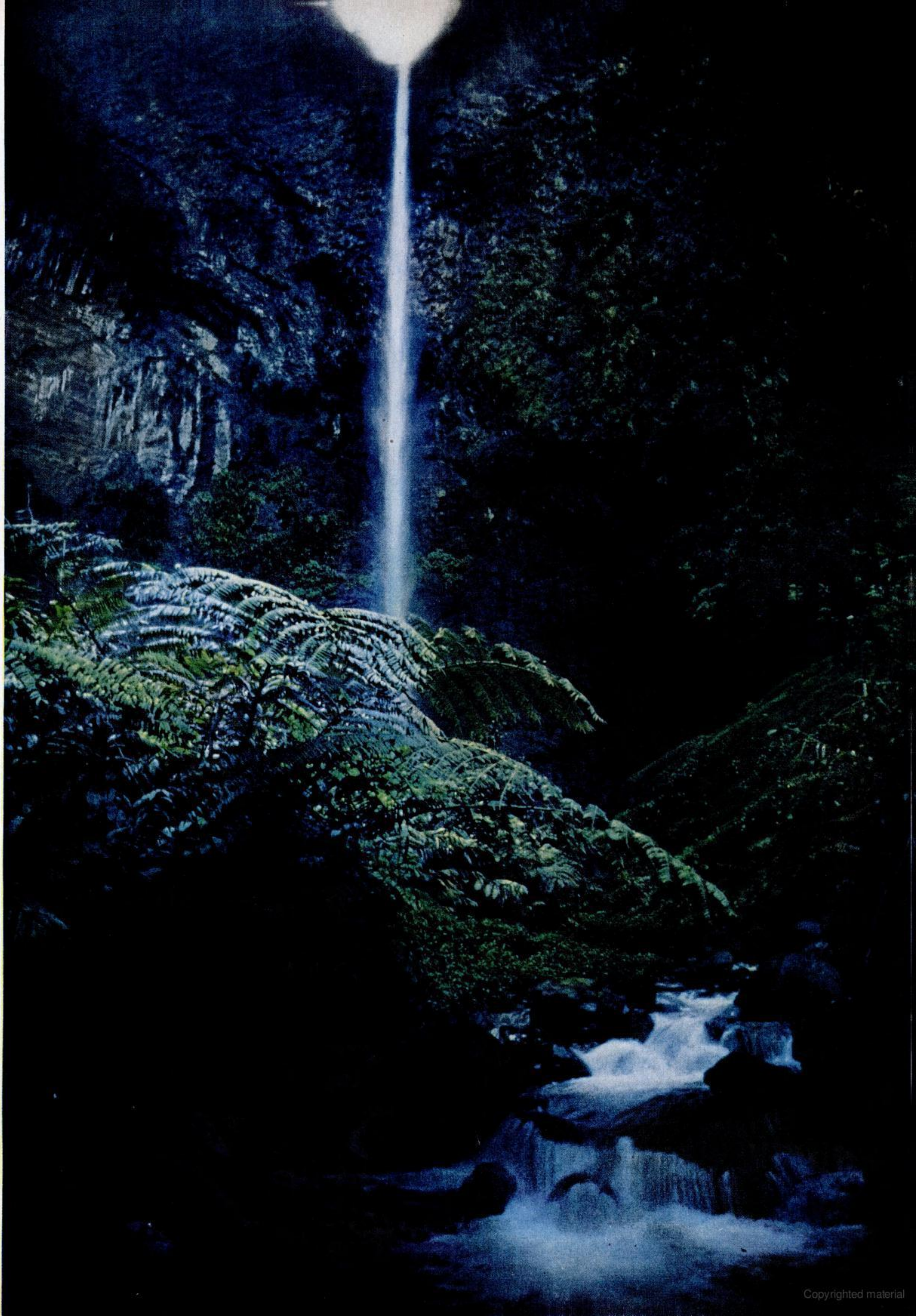
*A resident of Apia amiably matching a literary portrait*



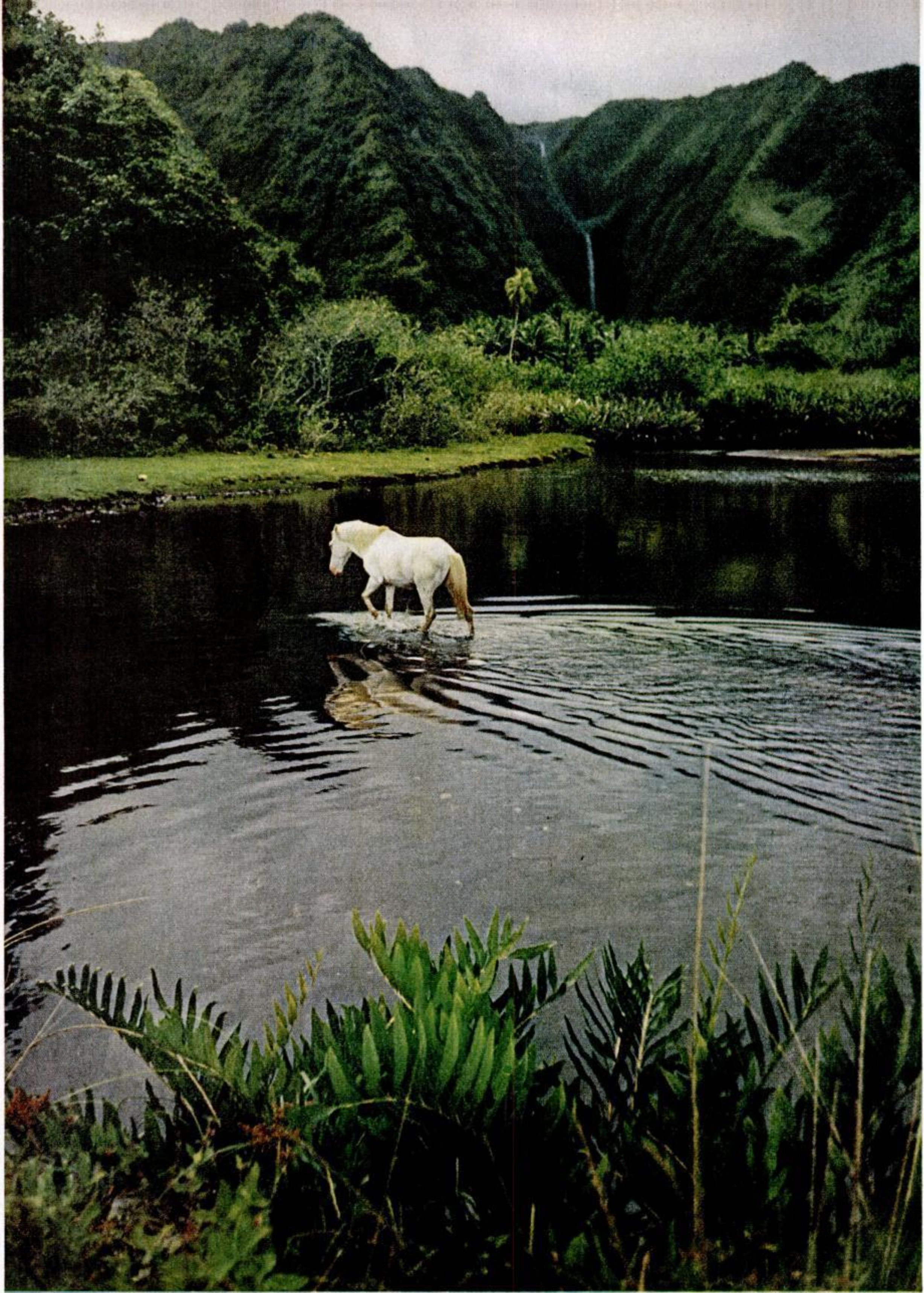


*Gossiping group at Chinese shop, Tahiti*









*Streams and hills in Tahiti's Papara region.*

## Pure enchantment

In the depths of this gorge the scene was one of pure enchantment. The lavish vegetation grew tangled in the shade, dripping and revelling in the perpetual deluge. . . . The water from above, pulverized to dust in its fall, came down like a torrent of rain, a rush of furious, dishevelled drops. It collected below, foaming fiercely in the basins it had hollowed in the rock smoothed by the patient hand of ages; and then danced away in the stream again, pursuing its way under the greenery.

PIERRE LOTI, *Rarahu*

*The fabulous falls on Fautaua river*

## Fantastic landscape

In the background were the mountains—rising fantastically in turrets, spires, and precipices, wooded to their very tops. Innumerable waterfalls plunged over the cliffs and hung like suspended threads of silver, many of them a thousand feet or more in height and visible at a great distance against the background of dark green. Seen for the first time by European eyes, this coast is like nothing else on our workaday planet; a landscape, rather, of some fantastic dream.

NORDHOFF AND HALL, *Mutiny on the Bounty*

BY PERMISSION OF LITTLE, BROWN & CO





*The sacred hula grounds of the Typee valley*

## Pagan worship

Here were situated the Taboo groves of the valley—the scene of many a prolonged feast, of many a horrid rite. . . . The frightful genius of pagan worship seemed to brood in silence over the place, breathing its spell upon every object around. Here and there, in the depths of these awful shades, half screened from sight by masses of overhanging foliage, rose the idolatrous altars of the savages, built of enormous blocks of black and polished stone. . . .

HERMAN MELVILLE, *Typee*

## Mischievous evolutions

The young girls very often danced by moonlight. . . . There are a great variety of these dances. . . . They all consist of active, romping, mischievous evolutions, in which every limb is brought into requisition. Indeed, the Marquesan girls dance all over, as it were; not only do their feet dance, but their arms, hands, fingers, ay, their very eyes, seem to dance in their heads. In good sooth, they so sway their floating forms, arch their necks, toss aloft their naked arms and glide, and swim, and whirl. . . .

HERMAN MELVILLE, *Typee*







*Girls in frangipani blossoms swirling in a frenzied dance*





*Sea-shelving in the Dangerous Archipelago*

## **SOUTH SEAS** CONTINUED

### **Under-seascape**

There are no limits to the variety of this under-seascape, to the variety of its shifting shadow colors or its graceful finned inhabitants, and a single man shall never know it all.

WILLIAM S. STONE, *Tahiti Landfall*

BY PERMISSION OF WILLIAM MORROW & CO.

### **Samoa by moonlight**

... That's Samoa by moonlight. That's utterly different, merely Heaven, sheer loveliness. You lie on a mat in a cool Samoan hut, and look out on the white sand under the high palms, and a gentle sea, and the black line of a reef a mile out, and moonlight over everything, floods and floods of it. ...

RUPERT BROOKE, *Collected Poems: with a Memoir*

### **To the end of nothing**

A man can see to the end of nothing; whichever way he looks the wood shuts up, one bough folding with another like the fingers of your hand; and whenever he listens he hears always something new—men talking, children laughing, the strokes of an axe a far way ahead of him, and sometimes a sort of a quick, stealthy scurry near at hand that makes him jump and look to his weapons.

ROBERT LOUIS STEVENSON, *The Beach of Falesá*



*Waterfront jungle barrier in Samoa*

*A view from the beach on a Samoan evening*

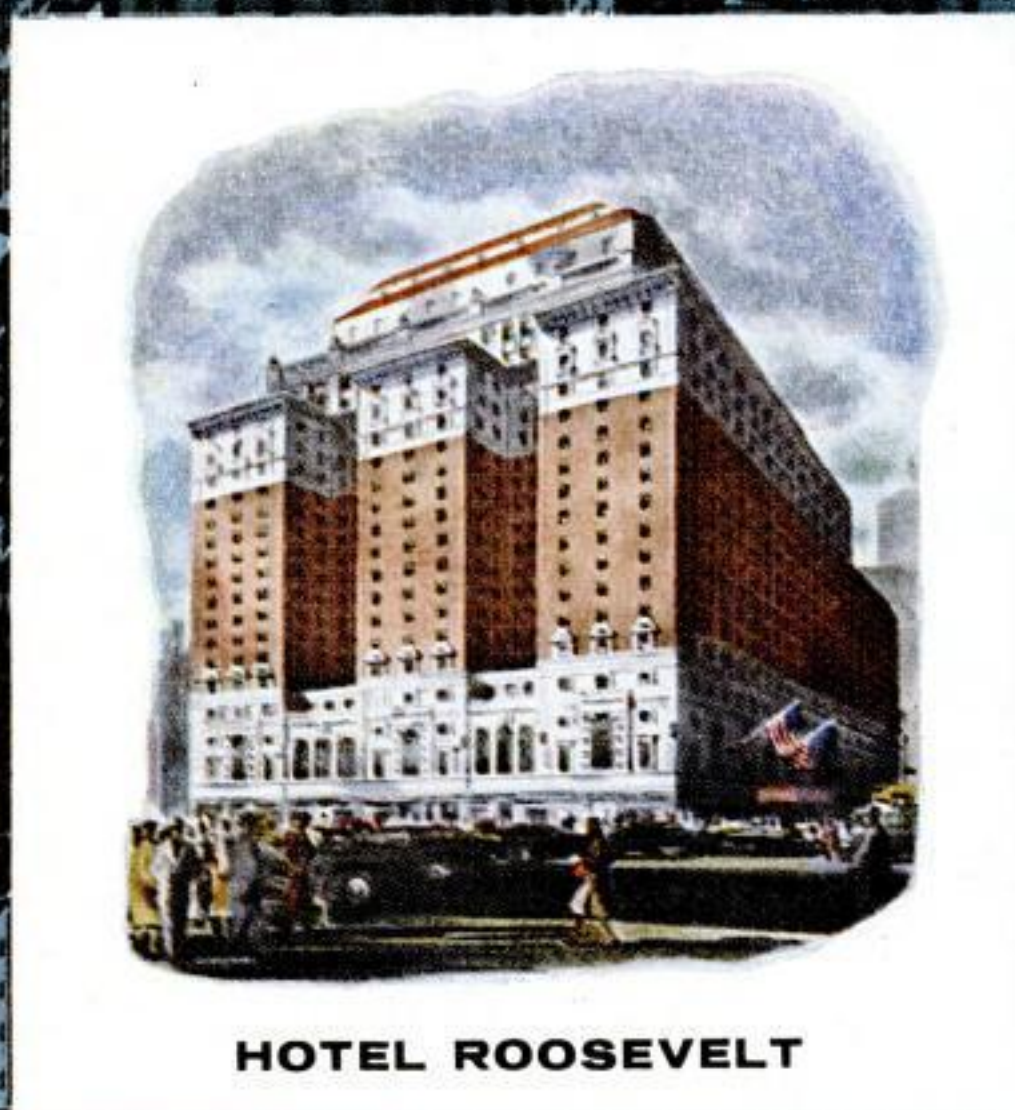




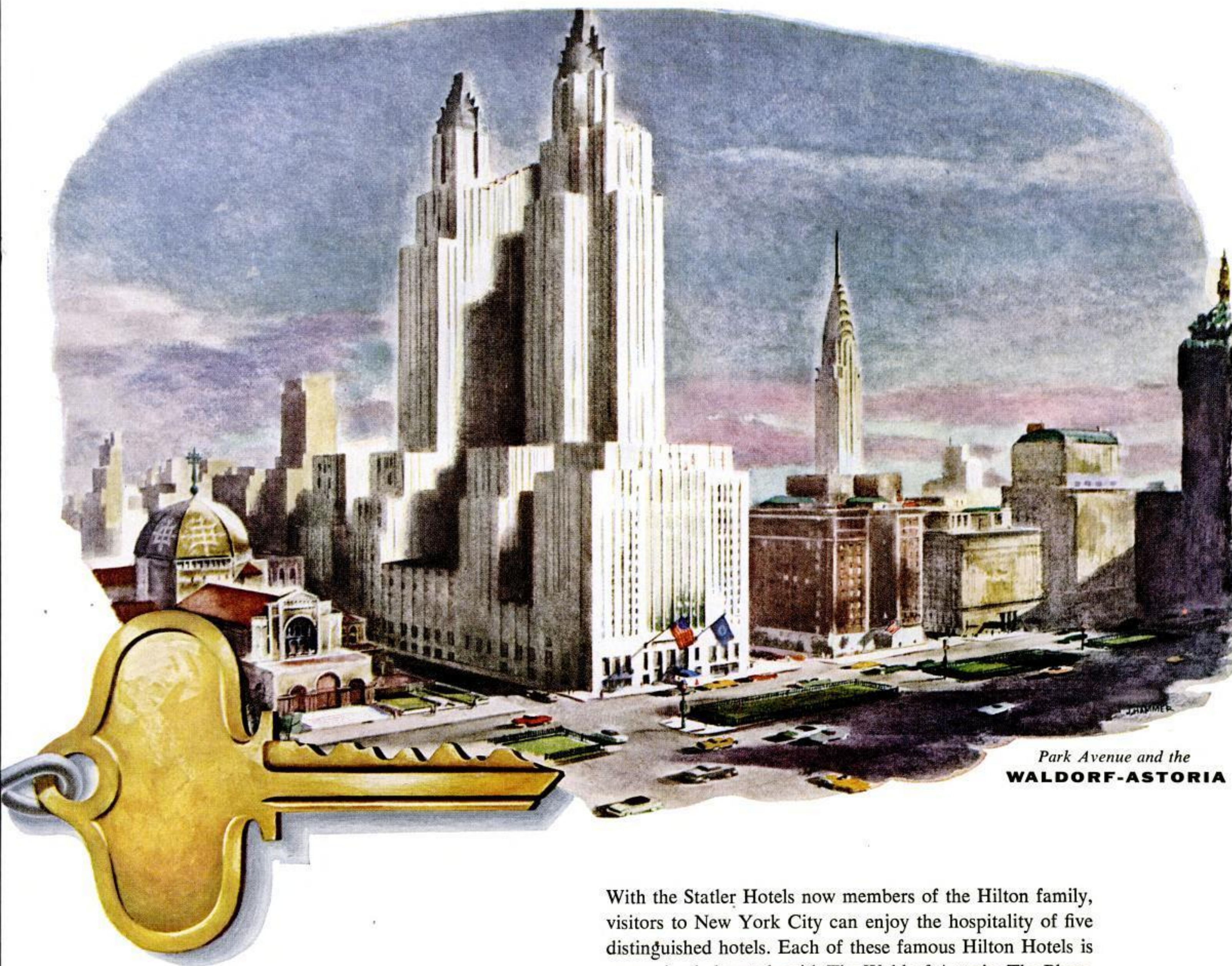




*The Five  
Famous Hilton Hotels in*  
**NEW YORK**  
*...Your Keys to Hilton  
Hospitality*







Park Avenue and the  
**WALDORF-ASTORIA**

#### **HILTON HOTELS**

*In New York:* The Waldorf-Astoria, The Plaza, The Roosevelt, The New Yorker • *In Washington, D. C.:* The Mayflower • *In St. Louis, Mo.:* The Jefferson • *In Columbus, Ohio:* The Deshler Hilton • *In Houston, Texas:* The Shamrock • *In Fort Worth and El Paso, Texas:* The Hilton Hotel • *In Chicago:* The Conrad Hilton, Palmer House • *In Los Angeles:* The Town House • *In Dayton, Ohio:* The Dayton Biltmore • *In Albuquerque, New Mexico:* The Hilton Hotel • *In Chihuahua, Mexico:* The Palacio Hilton • *In San Juan, Puerto Rico:* The Caribe Hilton • *In Madrid, Spain:* The Castellana Hilton

#### **STATLER HOTELS**

*In New York, Washington, Boston, Hartford, Buffalo, Cleveland, Detroit, St. Louis and Los Angeles*

#### **HOTELS UNDER CONSTRUCTION**

*In Istanbul Turkey:* (Opening Spring, 1955) • *In Beverly Hills, California:* (Opening Summer, 1955) • *In Dallas, Texas:* (Opening Fall 1955)

**RESERVATIONS** at all Hilton and Statler Hotels can now be made by contacting an Assistant Manager at any hotel in the group.

With the Statler Hotels now members of the Hilton family, visitors to New York City can enjoy the hospitality of five distinguished hotels. Each of these famous Hilton Hotels is conveniently located—with The Waldorf-Astoria, The Plaza, and The Roosevelt on the East Side, close to Grand Central Terminal . . . and The New Yorker and The Statler on the West Side, adjacent to Pennsylvania Railroad Station.

Whether you are a Hilton guest for a day, week or longer—or merely stop in for luncheon, dinner, cocktails, dancing and entertainment—you will find that these five fine New York hotels offer excellent value in accommodations, food, and service. In keeping with Hilton traditions for maintaining the individuality of each hotel, loyal friends of The Statler may rest assured that its character, uniformity and identity will remain unchanged. However, as a member of the Hilton group, The Statler will be enhanced by the high standards of perfection for which Hilton Hotels are known. As in New York, you will find friendly hospitality in Hilton and Statler Hotels in other leading cities around the world.



Executive Offices, Chicago 5, Ill.

Conrad N. Hilton, President



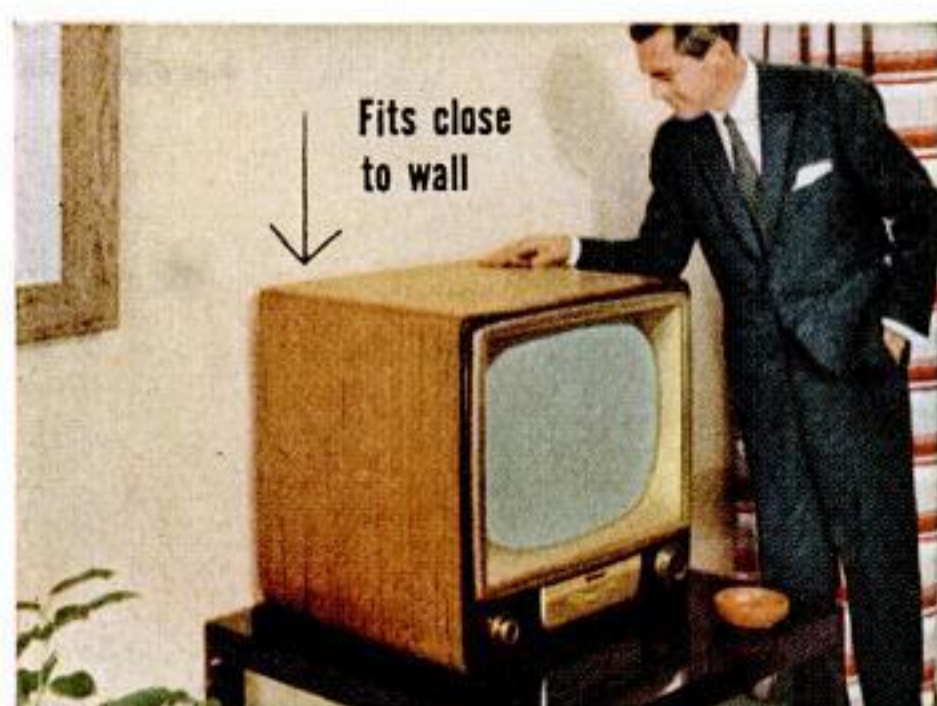
# COME SEE THE RCA VICTOR "FEATURE 5"

5 Money-saving table models . . . in 5 beautiful finishes . . . all with 5 luxury features



**1 NEW OVERSIZE 21-INCH "ALL-CLEAR" PICTURE TUBE**—one of the five luxury features found in all "Feature 5" sets! It's a fact that 21-inch tubes vary up to 28% in the size of picture they deliver. There's the small-size 21—the regular 21—and the new

RCA Victor *Oversize*—giving you today's biggest picture in 21-inch TV! It's an aluminized tube, too, for today's clearest TV picture—contrast is improved 212%. Shown above, the RCA Victor *Kent*, "Feature 5" model 21S504, in rich maroon finish. \$229.95.



**2 SPACE-SAVING DESIGN!** Over-all cabinet depth has been reduced. All "Feature 5" models fit close to the wall—take up less space in your room. Above, the *Rupert*, "Feature 5" model 21S506, in mahogany grained finish. \$239.95.



**3 BUILT-IN PHONO-JACK** lets you play your records through the magnificent TV sound system of every "Feature 5" television set. Just plug in any record changer. Above, the *Arlen*, "Feature 5" model 21S503, in sleek ebony finish. \$219.95.



**4 3-POINT "PERSONALIZED" TONE CONTROL** On every "Feature 5" set you can adjust tone to suit your taste. It's "Golden Throat" Fidelity Sound! Above, the *Valiant*, "Feature 5" model 21S507, in limed oak grained finish. \$239.95.



**5 SPOT-ILLUMINATED TUNING DIAL!** TV's most convenient and easy-to-see tuning—on every "Feature 5" set. Numbers are *king-size* and *light up* when tuned in. Above, the *Ellis*, "Feature 5" model 21S505, in tawny gold finish. \$229.95.



**LOOK FOR THE BLUE AND GOLD EMBLEM** that identifies all RCA Victor "Feature 5" television sets—now being spotlighted by your RCA Victor TV dealer. See him soon—and see for yourself why every year more people buy RCA Victor than any other television!

Top value—peak performance  
at every price level—\$149<sup>95</sup> to \$500

**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



RCA Factory Service is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer.

See NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, February 7. Other Mondays, see *Sid Caesar*, NBC-TV.

Suggested VHF list prices shown, subject to change without notice. Slightly higher in far West and South. UHF optional at extra cost.





**ENCOUNTER**, Portuguese style, starts with the fighter thrusting lance (*above*) before he falls (*right*).



## BULLY MELEE IN MANILA

**Spirited beasts make shambles  
out of miffed matadors' show**

Manila, watching the first bullfights in the Philippines in 30 years, was treated to a spectacle of wild and bully confusion. The first fight of the afternoon was held under Portuguese rules by which the bull is not killed but just TKOed by a lance-wielding horseman and a "suicide squad" of bull wrestlers. When the horseman's mount fell down, a matador waiting on the sidelines and his *banderilleros* rushed to the rescue with wildly flapping capes. The rescue succeeded, but when the suicide squad came in most of its members decided to live after all and lit out for the fence.

The remaining wrestlers got nowhere with the bull which finally trotted gamely from the ring, a clear winner on points. When it came to a display of the standard Spanish style of fighting (*next page*), the uncooperative bulls again managed to get everything all confused.

**TUG-OF-WAR** breaks out as wrestlers and *banderilleros* try to throw bull who threw two of them instead. The bull's horns are sheathed in leather.

**BIG HEAVE** by bucking beast hurls a hapless wrestler high in air. Shortly thereafter the bull made a victorious walking exit from the ring to his pen.





It's Sheer Luxury  
Tailored To Fit Your Face

*Superb Quality*  
**MOLLE\***

*Tailored—*  
**FOR BETTER  
BRUSHLESS SHAVES**

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



*Tailored—*  
**FOR DELUXE  
LATHER SHAVES**

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

**EITHER WAY**

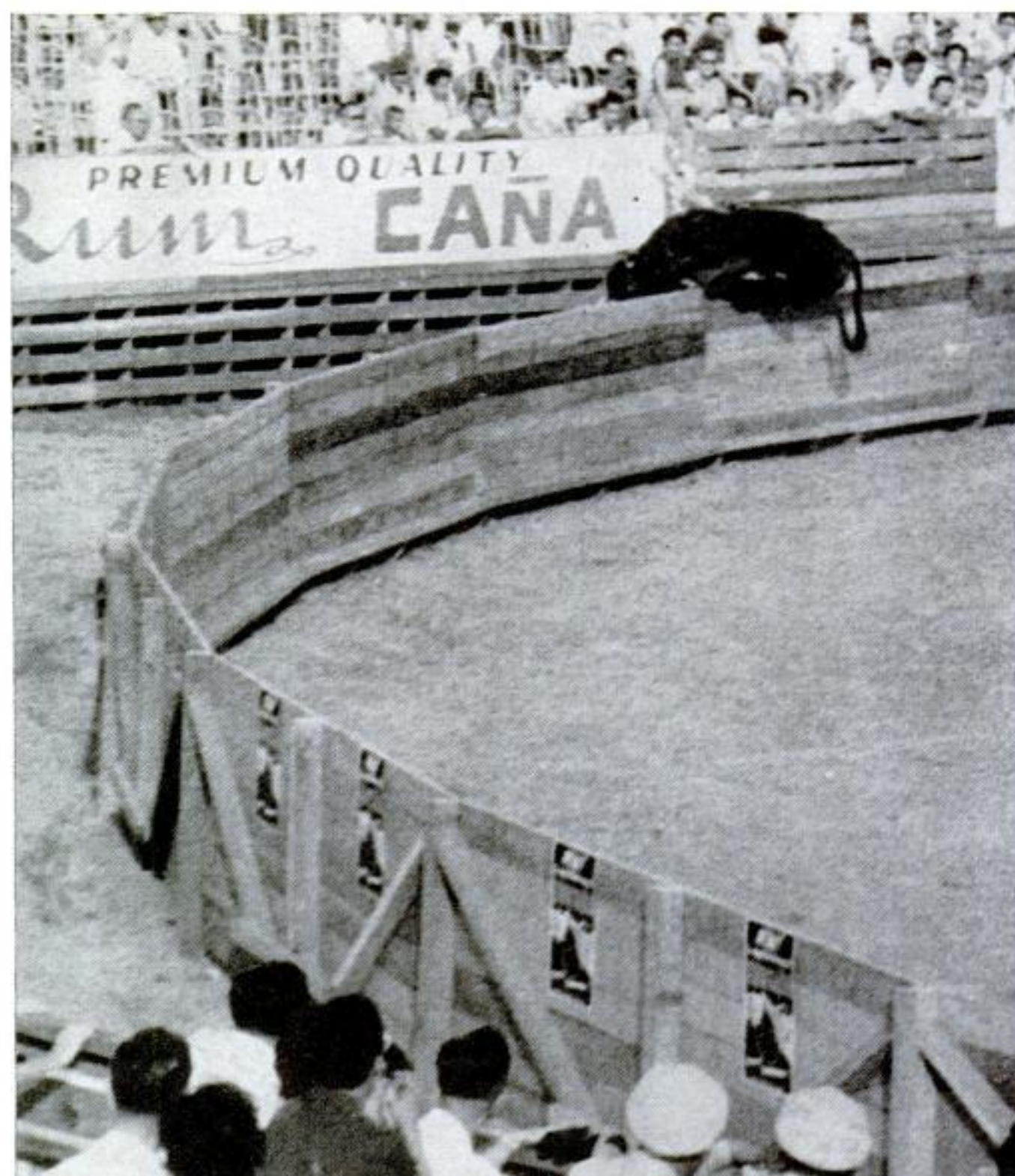
*The world's Best shave*

\*Pronounced Mō-Lay

**Bully Melee** CONTINUED

## A BULL BUSTS OUT OF BOUNDS

In the conventional Spanish-style fight, the matador was confronted with an unconventional opponent, a high-jumping beast who five times escaped his destiny by leaping the fence. Wearied by climbing and weakened by three sword thrusts, the bull finally fell down and had to be finished off by the matador's assistants. The frustrated matador took on a second bull who was willing to stay in and fight but lacked endurance. He practically passed out before the matador was ready for the final thrust and the assistants had to finish him off too.

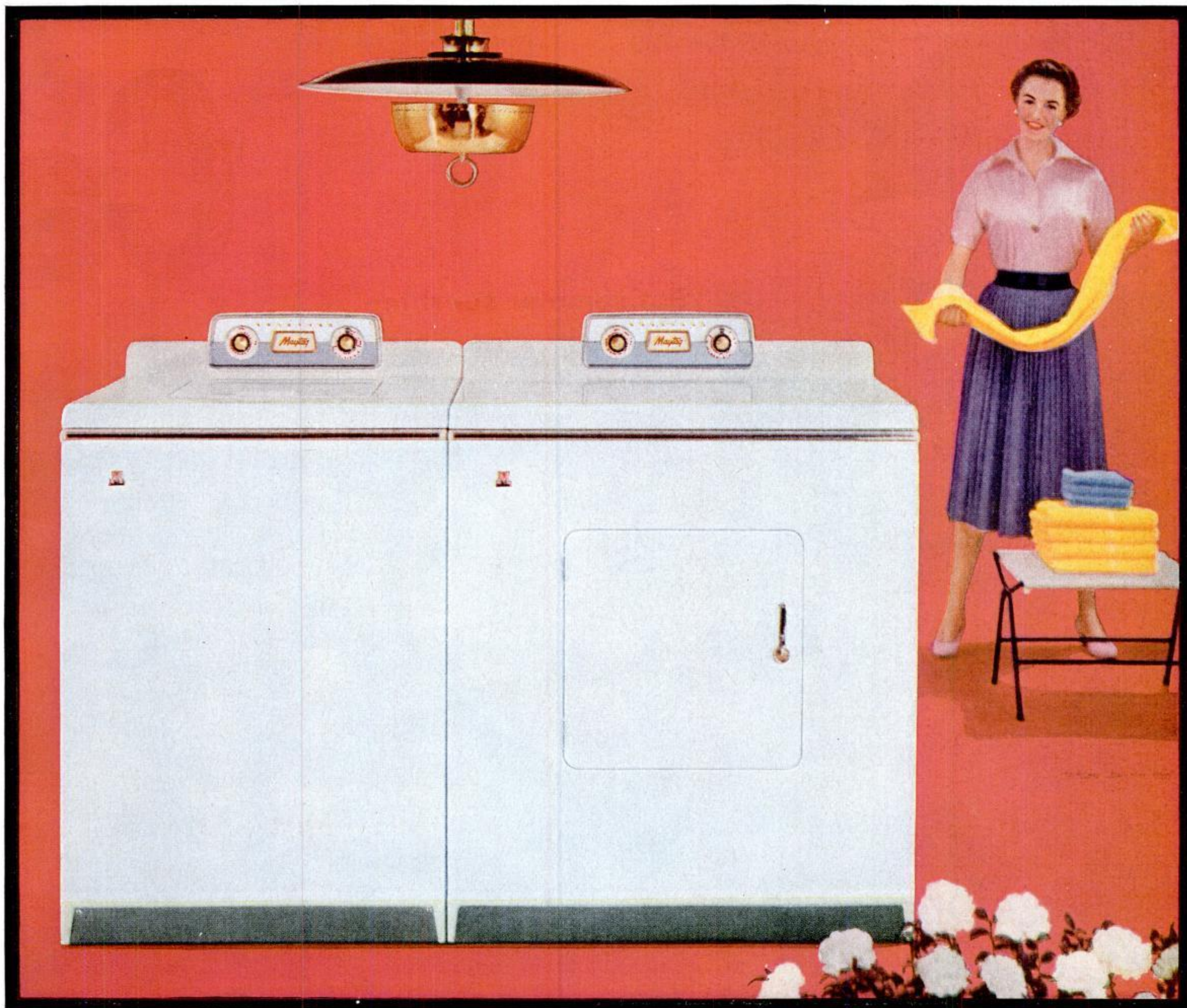


**STRADDLING THE FENCE**, athletic bull escapes from the ring, scraping over five-foot wooden barrier. Bulls had been brought by boat from Portugal.



**SCARING THE FANS**, bull with ornamental darts sticking from withers charges menacingly on ground before spectators' stands after clearing fence.





© 1954 THE MAYTAG COMPANY

*Now! High style comes to your laundry!*

## MAYTAG ADVANCED AUTOMATICS

New automatic washer  
saves hot water...up to  
9 gallons per washing!

New automatic dryer  
keeps your room free  
from lint and moisture!



You're looking at the *Supermatics*, finest of the new complete line of Maytag Advanced Automatics. Automatic Water Level Control automatically adjusts both wash and rinse—uses only the hot water you need for small, medium or full loads. In this dryer, even shag rugs fluff dry in one short cycle, yet fragile fabrics are completely safe. A new compact control panel puts all this laundry ease at your finger tips! Here are Maytags so advanced in styling and engineering that they will stay excitingly new and efficient for years and years to come. One more example of the leadership that makes "People believe in Maytag." *The Maytag Company, Newton, Iowa.*



# Cal Golden

Put summer sunshine  
in winter meals with

Glorious California-grown  
cling peaches to spoon from the can  
for dessert in just no time!

Keep several cans  
of these juicy-sweet  
beauties handy!

## Fiesta Peach Salad with Miracle Whip

Rich and tangy filling in handsome, golden  
cling peach halves—something new for you!  
To make 4 salads, mix well  $\frac{1}{2}$  cup chopped  
dates,  $\frac{1}{2}$  cup chopped nuts,  $\frac{1}{4}$  cup famous  
Miracle Whip Salad Dressing. Place a cling  
peach half, cut side up, on each lettuce-lined  
plate. Fill with date-nut mixture. Cover  
with another peach half, round side up. Garnish  
with Miracle Whip and a sprig of watercress.

## Fiesta Peach-SPAM Loaf

Gay and delicious enough for a party—and look how easy! Cut a SPAM loaf in two crosswise.  
Between the layers spread canned sweet potatoes, mashed and seasoned. Surround with cling  
peach slices. Top with 2 or 3 peach slices arranged "fan style." Blend a little syrup from peaches  
with  $\frac{1}{2}$  teaspoon prepared mustard. Bake in moderately hot oven, 400°, 30 to 35 minutes.



# ifornia Fiesta

## Cling Peaches from California



### Fiesta Peach Upside-Down Cake with Betty Crocker Honey Spice Cake Mix

Luscious cling peaches, baked under honey-rich, fragrantly spicy cake. Simply mix the batter according to the easy directions on your package of Betty Crocker Honey Spice Cake Mix. Melt  $\frac{1}{4}$  cup butter in a 9" baking pan, stir in  $\frac{1}{2}$  cup brown sugar. Arrange well-drained cling peach halves and cherries on butter-sugar mixture. Pour in half the batter. Bake about 35 minutes at 350°. Turn out and serve while warm. Bake remaining batter separately.



Sunny, luscious beauties  
tender and juicy-sweet  
delicious

dozens of easy ways  
thrifty, too.

Be sure the label  
says "clings."

Cling Peach Advisory Board





*When you want a real Italian-style meal right at home...*

**HERE'S THE KIND** of spaghetti meal you'd drive miles to enjoy in a fine Italian restaurant.

Yet *you* can put it together in just 12 carefree minutes—right at home. All the makings come in one handy carton, assembled by a real Italian chef—Chef Boy-Ar-Dee.

There's choice, quick-cooking spaghetti... real Italian-style sauce rich with beef or tender mushrooms, ready to

heat... and, to top it off, a can of nippy grated cheese.

Plenty to feed 3 hungry people. And it costs only about 14¢ a serving! Try it some night this week.

It's Chef's special way with sauces that makes this—and all the other Chef meals—so extra-specially good. And you can get the sauces *separately*, too. Enjoy them—enjoy letting Chef do your cooking.

**Quick**

*tasty, complete*

**CHEF BOY-AR-DEE**

*Spaghetti Dinner* with Meat or Mushroom Sauce







**BLACK AND WHITE CLUSTER** includes poplin parka with knit turtleneck hood (*left*, White Stag, \$14), man's sweater with dark band (*back*, Bloomingdale's,

\$20), poplin parka with cape collar which becomes a hood (Ernst Engel, \$20) and cotton twill shirt (Macwil, \$15) worn with poplin crash helmet from Germany.

## Skiers Adopt the Light Look

TRIM SILHOUETTE FROM EUROPE SHOWS UP ON AMERICAN SLOPES.

With abundant snowfall giving the east its best ski season in five years, enthusiasts on the slopes of New England and Canada have taken on the trim light look of European skiers. Although skiing is colder in North America, a trim facsimile of the European silhouette has been achieved through lightweight fabrics which give the wearer warmth without bulk. This year's new ski clothes are shown here at Canada's Mont Tremblant. Jackets are often decorated

with wide collars which can be converted into hoods for the downgrade, and the favorite combination of white top and tapered black pants appears in many variations (*above*). Notoriously conservative about their dress, skiers are a collective pushover for such practical new developments as skinny ski pants that stretch, water-shedding wool sweaters, windproof shirts and a liquid in which they can dunk any garment to waterproof it themselves.





**CHECKED TOW COAT** made in Germany (Valmeline, \$35) copies British convoy coat has hand-warmer pockets at chest.

**WATERPROOF SWEATER** is Bavarian import (Sig Buchmayr, \$25) for wearers who "ski cold," warming up with exercise.



**LIGHTWEIGHT FUR PARKA** of arctic ground squirrel and wolf (André, \$150) is for "skiing warm."

**WINDBREAKER SHIRT** made of printed nylon (André, \$14), worn over sweater, is also waterproof.





# New ! A greaseless anti-perspirant that lets your skin "breathe"

- Goes on dry • Underarms are absolutely *dry* in seconds—stay *dry*
- *Ends* danger of perspiration moisture and odor
- Unique new formula contains nothing to stop skin's natural "breathing"
- First and only greaseless, full-strength anti-perspirant stick

AT LAST! A deodorant and anti-perspirant that goes on dry . . . invisibly—without a trace of greasiness, without a drop of moisture! It's the new Fresh Stick Deodorant.

**No sticky fingers**  
**No messy drip**  
**No gummy feeling!**

You can wear dark dresses without a worry of whitish rings on the armholes.

You can wear wool dresses or even sweaters without their getting an offensive underarm odor (odor that even cleaning can't take out).

You can apply this deodorant just before you go out—even when you're in a hurry.

**No waiting to dry**  
**No risk of spoiling clothes**

Unlike old-style deodorants, the new Fresh Stick Deodorant brings you a completely different anti-perspirant formula . . . in a

non-greasy skin tonic base. This unique new Fresh Stick formula is scientifically balanced to combine maximum gentleness with the greatest possible protection against underarm moisture and odor.

And the new Fresh Stick formula *lets your skin "breathe."*

New Fresh Stick has the first and only full strength anti-perspirant formula that contains:

**No messy greasiness**  
**Nothing to interfere with your skin's natural "breathing"**  
**No corrosive acid salts (that ruin clothing)**

Glide the new Fresh Stick gently—without pressure—under your arm. The warmth of your body will release just enough of this miraculous formula to give complete day-long protection against underarm odor and moisture. There's no danger of applying too

much. No danger of residue that rubs off and ruins your clothes.

And you can trust even the most delicate fabrics to Fresh Stick. The new Fresh Stick formula (free from corrosive acid salts) is safe for all known fabrics . . . fragile silks, rich satins, fine laces, new synthetics, blends.

You'll appreciate the gentleness of new Fresh Stick. So gentle to skin you can use it as often as you wish, day or night. Fresh Stick, unlike most anti-perspirants, is *not acid*—is kind to sensitive skin, too.

Fresh Stick is the most economical kind of deodorant you can buy! It strokes *directly* on your underarms—not a particle of it is wasted. No waste from drying out in the jar. No wasteful excess on underarms or fingertips. No wasteful dribble down your arm.

**Neatest—quickest—cleanest  
deodorant to apply!**

You'll never again go back to old-fashioned deodorants once you try the new Fresh Stick. Unique plastic push-up tube holds the stick . . . your fingers never touch it.

Use this new Fresh Stick *every day* for the *complete* protection that lets your skin "breathe." It's the easiest, quickest way there is to keep your underarms *dry* and *odorless!*

New Fresh Stick is only 69¢ plus tax.

If you don't find that new Fresh Stick Deodorant is far superior to any spray, cream or stick deodorant you've been using . . . send the unfinished stick to Fresh Stick Deodorant, Chrysler Building, New York, N. Y., and get your money back.





## Skippy proved how smart he was

*...and my Hartford insurance did the rest!*

*(Based on Company File #H-52-10726)*

Nancy and I are both heavy sleepers. If it hadn't been for Skippy, chances are neither of us would have awakened until too late.

As it was, our dog's barking didn't fully rouse me. But his frantic pawing finally made me realize something was wrong.

Then I got a whiff of choking smoke. That told the story! Quickly, I helped Nancy from the house, and raced up the street to the alarm box...

The firemen soon had the blaze under control. But a lot of damage had already been done. Now — after the fire — I couldn't help thinking how close I had come to

making a mighty expensive mistake. *Only a few months before, I had considered reducing my insurance!* At the time, it seemed a way to save money.

I'm thankful my Hartford Fire Insurance Company Agent steered me away from that idea which, he pointed out, results in seven out of ten people not having enough insurance. When fire strikes, they often lose *thousands* more than they could ever save by cutting down.

Acting on my agent's advice, I stayed fully insured. And I'm glad I did. I had Hartford's check within days — for the full amount of my claim!

Do you have enough insurance to really protect you?

Here's how to find out:

Use the Hartford *chart* to help figure what your house is worth. And our handy *inventory booklet* to list and evaluate your furniture and personal belongings.

Both chart and booklet are free. Write us for them.

Better yet — see your Hartford Fire Insurance Company Agent or your insurance broker *now* for the protection you need.



*Year in and year out you'll do well with the*

# Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

SKIERS' LIGHT LOOK CONTINUED

## A DOUBLE-DUTY SKI SKIRT



**KILT OUTDOORS** is worn by Tania Goss, 17, who has been skiing since she was 9. Ski skirts have limited acceptance, should not be worn by novices.



**KILT INDOORS** is worn by Tania in the lodge with a double-breasted matching plaid jacket and with patent leather slippers replacing ski boots.



Mom said, "What would you like for dinner?" and look what I told her...



She said, "Well, at least you can have all the **Green Giant Peas** you want."

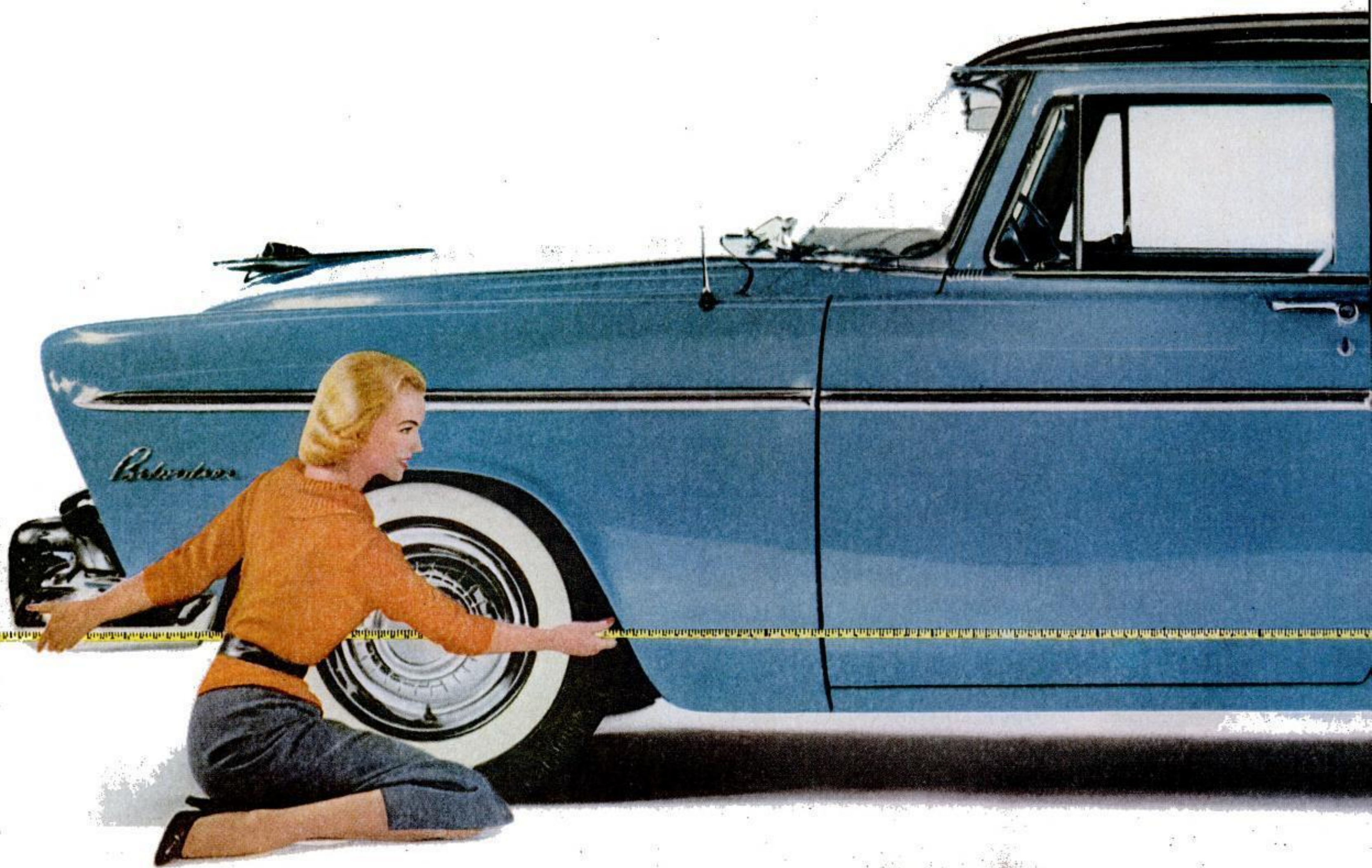
As most any little fellow will tell you, mothers are the smartest people. They know that a treat can come from a Green Giant can as well as from a soda fountain. Besides being one of the nicest things that can happen to a boy's appetite, Green Giant Brand Peas are the modern trend. Some women like to shell peas. Some like to thaw 'em. But more like to simply

open a can of Green Giant Peas (more than any other brand) for the best-liked flavor of them all. P. S. Don't let the kids have all the fun.

*Picked just before natural sugars turn to starch . . .  
at the fleeting moment of perfect flavor.*

Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada, Ltd., Tecumseh, Ontario. "Green Giant" Brand Reg. U. S. Pat. Off. © GGCo.





## YOU'RE LOOKING AT THE BIGGEST, LONGEST,

*THE ALL-NEW PLYMOUTH '55 IS 17 FEET LONG...8.2 INCHES LONGER THAN CAR A...5.3 INCHES LONGER THAN CAR B!*

This year, of all years, look at all 3! When you do, you'll find that Plymouth gives you a big bonus in *size* as well as in all the other things you want.

Here are some facts about size—exact measurements of the 4-door sedans of the low-price 3—which show exactly *how much* longer and roomier the all-new 1955 Plymouth is:

Plymouth is 17 feet long over-all—8.2 inches longer than Car A and 5.3 inches longer than Car B. Plymouth's front seat is 62.5 inches wide. This is the widest front seat of the low-price 3—a good 2 inches more hip room than you would get in Car B.

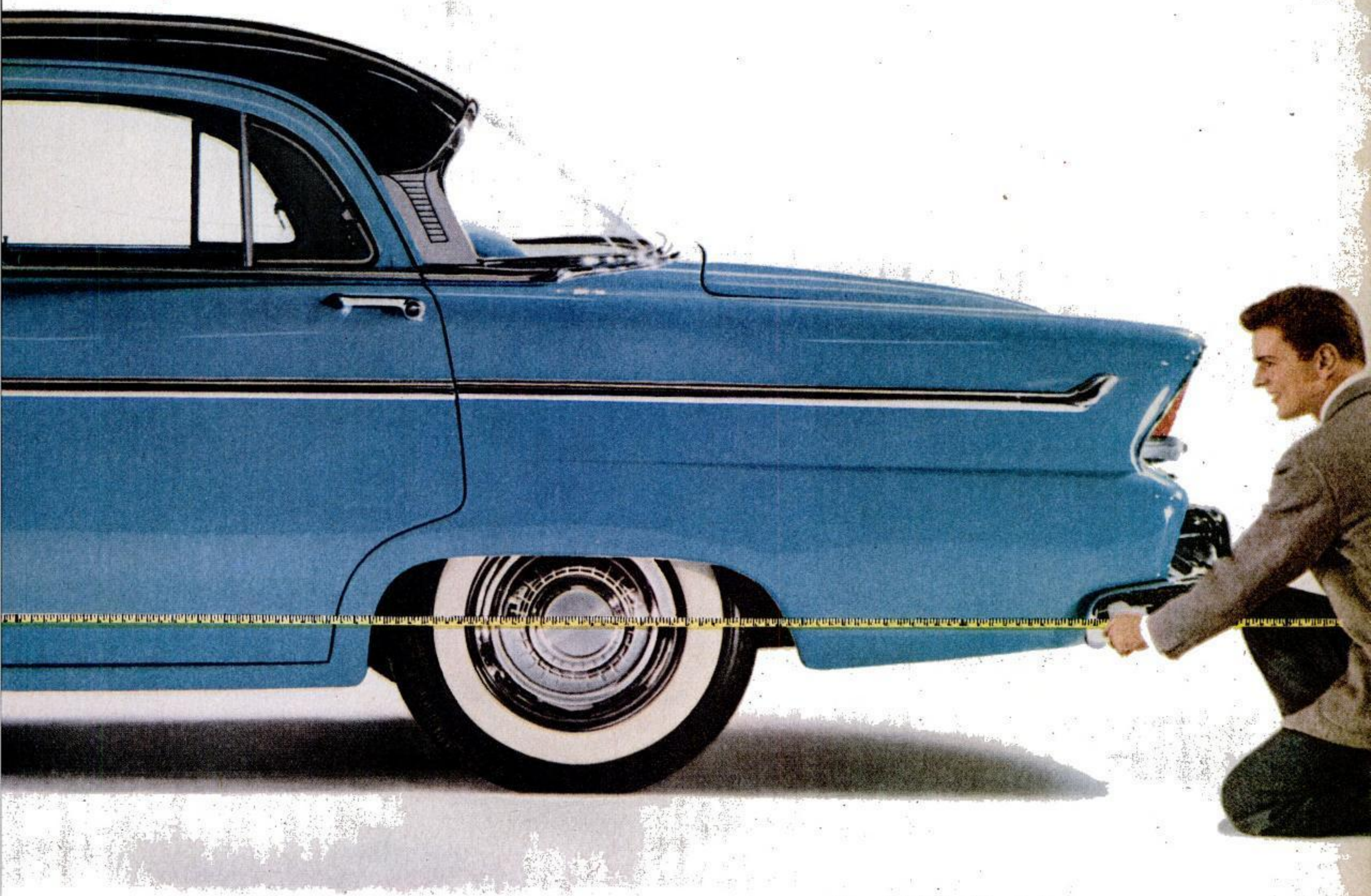
Leg room up front? Here again Plymouth leads its field—giving you nearly an inch and a half more room to stretch

your legs than you would have in Car A. More leg room in the back seat, too—almost 4 inches more than Car A, nearly 3 inches more than Car B!

As the largest car in the lowest-price field, Plymouth offers you this extra space *inside*, where you can use it. No wasteful “dead air” bulges. Trim, taut styling gives you not only excitingly fleet, flowing lines—but an exceptionally *roomy* car. And look at all these other new features!

**NEW 167-HP HY-FIRE V-8**, highest standard horsepower in the lowest-price field, gives you flashing power on regular fuels (177 hp with 4-barrel carburetor at low extra cost). Or you may choose the great new 6-cylinder PowerFlow 117—the only six in the lowest-price field with Chrome-Sealed Action—smoothest running, most reliable, most economical.





*Plymouth Belvedere 4-Door Sedan*

## ROOMIEST CAR OF THE LOW-PRICE 3 !

**POWERFLITE NO-CLUTCH TRANSMISSION**, smoothest, finest of all fully automatic transmissions, with new Flite-Control Drive Selector mounted on the instrument panel to give you added convenience—an exclusive in the lowest-price field.

**NEW FULL-TIME POWER STEERING** does 80% of the work for you, and—unlike the “other two”—does it full-time...not “on again—off again.” Far less driving fatigue in the new '55 Plymouth!

**POWER BRAKES** save your energy, use only half normal pedal pressure. New, wider pedal is suspended (both power and regular) for added foot room.

**GLAMOROUS NEW FULL-VIEW WINDSHIELD** is a true swept-back wrap-around. Your range of vision is extended to the sides, where you

need it. No blind spots from posts jutting straight up or slanting forward at eye-level as in earlier wrap-around windshields.

**NEW METAL-IN-MOTION STYLING!** Plymouth's trim, taut-muscled, forward-thrusting lines appeal instantly to the young in heart!

**EXTRA OVERHEAD STRENGTH** from new box-girder body construction.

**NEW LUXURY** with **NEW EASY-GLIDE** Power Seats... **NEW EASY-LIFT** Power Windows... just press a button... **NEW AIRTEMP AIR CONDITIONING** for complete all-weather comfort.

**BEAUTIFUL NEW INTERIORS.** Fabrics are excitingly modern. Glamorous color styling harmonizes with brilliant exteriors.

PowerFlite, and all Power Driving Aids at low extra cost.

ENJOY THESE GREAT TV SHOWS! “Shower of Stars” and “Climax!” on CBS-TV.

*Your Plymouth dealer invites you to see and drive this great new car for the YOUNG IN HEART*

# ALL-NEW **PLYMOUTH** '55







## Quick, elegant buffet-supper dish—Franco-American Macaroni

**H**AVE YOU discovered what a fabulous "hot dish" our FRANCO-AMERICAN Macaroni can be at your buffet suppers?

It looks *elegant*. And its beauty is a lot more than crust-deep. This is one of the *best-tasting* dishes you can imagine!

Franco-American Macaroni is different from popular Franco-American Spaghetti. It's made with an irresistible *cheese* sauce instead of our famous *tomato* sauce.

Many people prefer the teasing flavor of

Franco-American Macaroni to the home-made kind, and it's far easier to prepare.

For a buffet, just put Franco-American Macaroni in your prettiest casserole, cover with buttered breadcrumbs, and brown very quickly in your oven. (For an extra-quick snack, simply place the contents of the can in a saucepan and heat it.)

The ingredients in our Macaroni are really superlative. Butter and milk, fresh from the farm. Not to mention the cheese,

which is a natural, shelf-cured Cheddar, specially selected for Franco-American.

This delectable dish is *nutritious*, too. For instance, did you know that just one average serving gives you more protein than a farm-fresh egg? All this, mind you, for about nine cents a serving!

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

**Franco-American**  
Macaroni







BEWIGGED JURISTS IN ENGLISH COURT TURN ELECTRIFIED AS MAN ACCUSED OF MURDER (RIGHT) BREAKS DOWN WHEN WIFE ON STAND DESTROYS HIS ALIBI

## Case of the Vanishing Alibi

NEW AGATHA CHRISTIE THRILLER MIXES MURDER AND MARITAL TUMULT

At 64 Agatha Christie, who more than any other woman has monopolized the mystery market (56 novels), is having a whopping season in the theater. Three of her plays are running in London, and one of them, *Witness for the Prosecution* has turned into a major Broadway hit. *Witness* is a courtroom drama which spills over into the office of a walrus-like British barrister, juicily played by Francis L. Sullivan (*next page*).

He is defending a young man accused of killing a rich spinster, and the case seems to depend solely on the defendant's alibi: that he was home with his wife at the time the murder was presumably committed. When the wife finally refuses to support his alibi, the play rushes to such an unexpected end that audiences are urged "not to divulge the solution." For once this routine request is justified: the solution is a humdinger.



# Big 21-inch Arvin TV



only  
**\$159.95**

Willow green and gold or mahogany finish metal table model. Table extra.

## Lower priced than many 17-inch sets!

It's brand new! It's sensational! It's the Arvin "Rocket 21," with such amazing FRONT ROW REALISM that you feel you can shake hands with the actors! And Arvin Velvet Voice tone quality matches the picture quality!

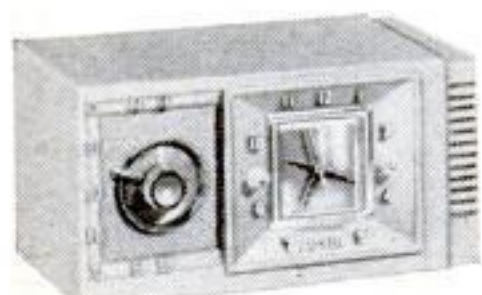
The front is ALL picture! We've minimized bulk and "maximized" the picture by placing all controls at the side. It's compact, smart, ideal for small space.

Quality engineered on a quantity basis, the new Arvin "Rocket 21" has new-type extra heavy-duty tubes and "bonus-rated" parts that assure long, service-free life. Compare it with other makes and you'll agree no other TV offers so much quality at so little cost. Arvin Industries, Inc., Columbus, Indiana.

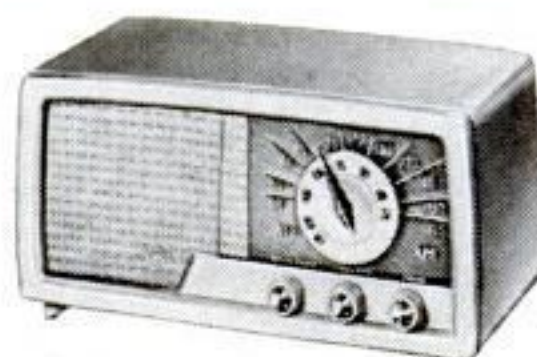


21-inch console, in mahogany-grain Arvinite only \$189.95.

TV prices shown are suggested retail prices, including Federal tax and warranty. Slightly higher in far West and South. All-channel one-knob tuning (UHF as well as VHF) \$20 extra.



New "Moderne" Clock-Radio in 3 decorator colors; Telechron clock-timer; beautiful style. Wakes you to music—\$27.95. Rosewood, \$24.95



"Polonaise" FM/AM triumph—8-tube straight AC circuit; lighted dial; 5" speaker; dual antenna system. In 4 lovely decorator colors—\$64.95



New "Urbanite" in 4 decorator colors; crystal dial; 5 tubes including rectifier; super-sensitive Magna-tenna—\$22.95. Rosewood, \$19.95

THE VANISHING ALIBI CONTINUED

## TRICKS OF A BARRISTER



**SPRAYING THROAT** in the courtroom, Actor Francis Sullivan, as counsel for the accused man, neatly covers up his embarrassment when he loses point.



**CHANGE OF PACE** from bulldog ferocity to a slyly triumphant grin is part of the barrister's bag of tricks that bamboozle the members of court.



**DISDAINFUL SNOOZE** is enjoyed by barrister as part of his lofty prerogative. This also rattles opponents who feel he is too unimpressed even to listen.

[CONTINUED ON PAGE 98](#)



# NOW! NEW YORK LIFE'S NEW FAMILY INCOME PLAN INCREASES THE PROTECTION OF YOUR LIFE INSURANCE MANY TIMES—YET THE EXTRA COST IS SMALL!

*Assures substantial monthly income protection for your family during their 20 most critical years  
—then pays the basic policy's  
full face amount besides!*

**Now available with most New York Life Policies**—the most protection *when it's needed most!* That's the whole idea behind this outstanding life insurance plan now offered by New York Life.

It means that even in your younger—and leaner—years, you can provide your family enough monthly income protection to help see them through the critical period while your children are growing up—in case you aren't there to support them.

This Family Income feature can be attached to almost any New York Life policy of \$2,000 or more when issued—from ages 18 through 55. For every \$1,000 of the basic policy's face amount, you can select an income of either \$10 or \$20 a month payable to your family.

Then, should you die at any time during the 20-year Family Income period, the monthly payments would be made *for the remainder of the 20 years!* What's more, at the end of the 20th year, the basic policy's *full face amount* would also be paid to your family. If you live, you stop paying the small extra Family Income premium after 20 years—and still retain your basic life insurance protection.

Here's what it costs to include Family Income coverage of \$20 a month per \$1,000 in your basic policy—for 20 years:

Age at issue	Additional Annual Premium
25	\$ 8.74
30	11.18
35	14.92
40	20.68

If you're a family man with growing children, you can't afford to overlook this excellent New York Life insurance plan.

The Family Income feature is available with New York Life policies throughout the U. S., Alaska, Canada and Hawaii. New York Life is 110 years old and is one of the strongest life insurance companies in the world.

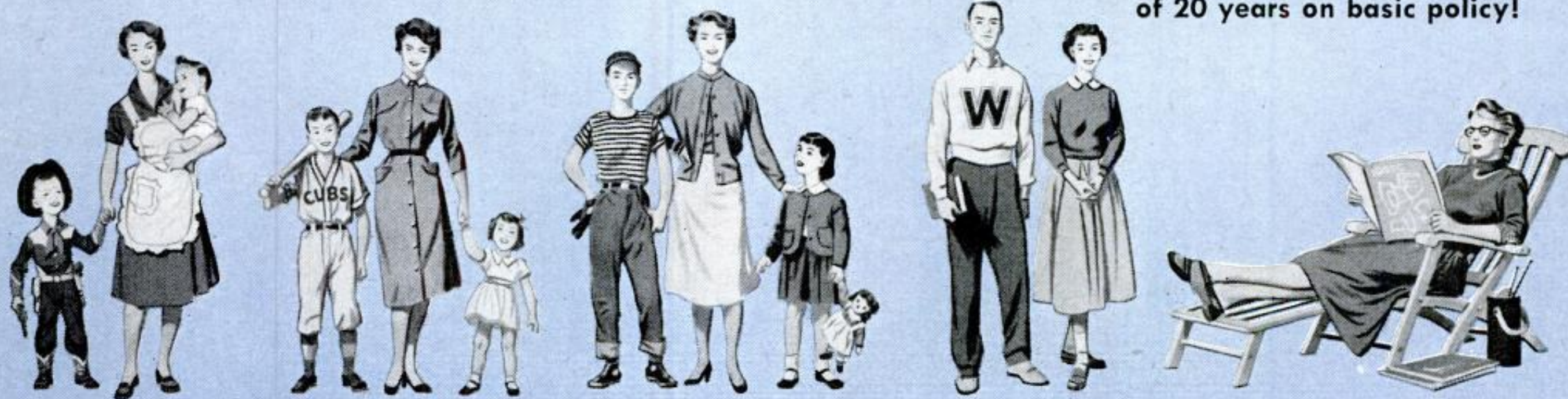
## Here's how the Family Income Plan Works with a \$10,000 Policy

Say you're age 30, married, with two children, ages 2 and 5. You buy a \$10,000 "Whole Life" policy with Family Income feature to pay \$20 a month per \$1,000 for 20 years. Your total annual premium for policy and Family Income is \$314.20—less than a dollar a day. And annual dividends could be used to reduce premium payments.

If you died the first year, your wife would receive \$200 a month for 20 years—until

the children were 22 and 25 and probably self-supporting. Then, she would also receive the full \$10,000 face amount of the basic policy. So the total amount received for the balance of 20 years would come to over \$55,000! Or if you died at the end of the tenth year, the monthly income would be paid for 10 years—and the total amount received would be \$34,000. In any case, your insurance protection is greatly increased.

\$200 per month up to 20 years—Family Income Plan . . . . . \$10,000 cash payment at the end of 20 years on basic policy!



**NEW YORK LIFE**  
INSURANCE COMPANY

A MUTUAL COMPANY *nylic* FOUNDED IN 1845

The New York Life Agent in Your Community is a Good Man to Know

New York Life Insurance Company, Dept. L-5  
51 Madison Avenue, New York 10, N. Y.  
(In Canada: 320 Bay Street, Toronto, Ontario)

Please furnish me, without obligation, full information on your new Family Income Life Insurance Plan.

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





## NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

### HERE'S DEODORANT PROTECTION

YOU NEVER THOUGHT POSSIBLE!

New Mum Mist spray deodorant *stops perspiration instantly and for hours*. Contains miracle hexachlorophene to *prevent odor all day long—even if you are one of the 2 in 5 who perspire freely*.

No more messy running or dripping!

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—won't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**

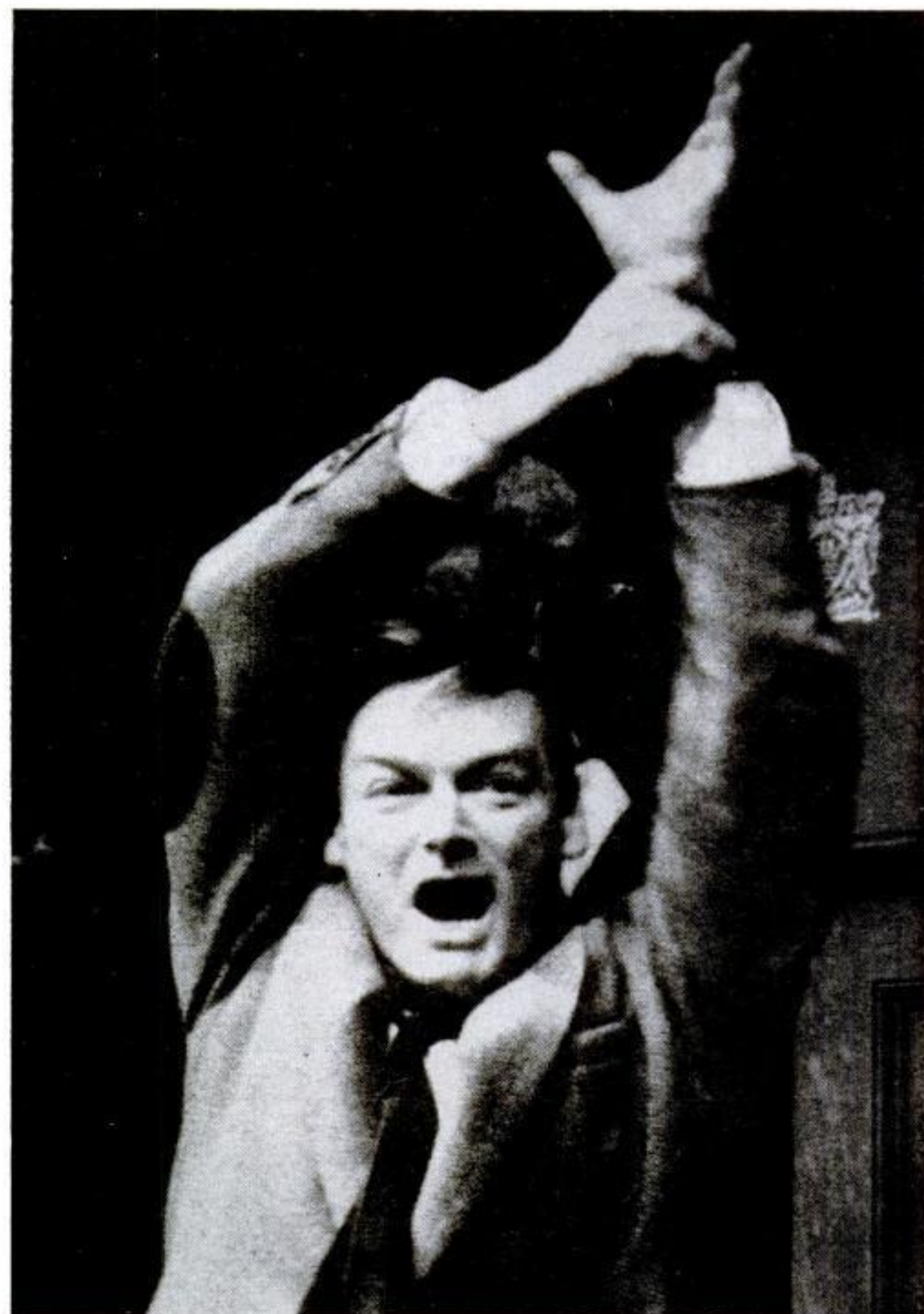


with hexachlorophene

A PRODUCT OF BRISTOL-MYERS

THE VANISHING ALIBI CONTINUED

## WIFE BETRAYS HUSBAND



**THE ACCUSED** (Gene Lyons) shouts that scar on wrist was made accidentally by a kitchen knife, thus explaining bloodstains used as murder evidence.



**THE WITNESS** (Patricia Jessel), wife of accused man, reveals she never loved husband, has been unfaithful, deepening the confusion and mystery.





## "My doctor said Carnation"

*8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it."*

A healthy head start for your baby is our most prized reward for the constant care we give Carnation Milk. Today, as always, baby's health is Carnation's first concern. Your doctor will tell you that no other form of milk for baby's bottle is so safe, nourishing and easy to digest. Yet Carnation costs so

much less than prepared formulas. So join millions of mothers the world over... give your baby this *proven* milk "from contented cows"... the milk every doctor knows.

**SEND TODAY** for free copy of "You and Your Contented Baby." 64 illustrated pages of interest to every mother. Address Mary Blake, Carnation Co., Dept. LM-15, Los Angeles 36, Calif.





# Have you tried the new-day Corn Meal with that

**Fresh Corn Flavor!** You'll notice it when you open your next package of Quaker or Aunt Jemima Corn Meal.

This modern corn meal brings you easier mixing, too, and faster cooking *and* a moister, non-crumbly texture.

All this, plus mouth-watering Fresh Corn Flavor!



Invite **Fresh Corn Flavor** to your table tonight. Enjoy it in piping hot corn bread, or in the gay new Topsy-Turvy meat pie shown here. Ask for Quaker Corn Meal or Aunt Jemima Corn Meal. They're both the same.

Be sure it's  
Quaker  
or Aunt Jemima  
Corn Meal

## NEW! Topsy-Turvy Meat Pie OVEN-READY IN MINUTES!

(Six big servings)

### Hamburger Topping:

- 1 clove garlic, minced
- 1 pound ground beef
- 1/2 cup chopped green pepper
- 1 six-ounce can tomato paste
- 2 teaspoons salt
- 1/4 teaspoon pepper

### Corn Bread:

- 1 1/2 cups Quaker or Aunt Jemima Corn Meal (white or yellow)
- 1/2 cup sifted flour
- 1/2 teaspoon salt
- 4 teaspoons baking powder
- 1 egg
- 1 cup milk
- 1/4 cup shortening, soft

**For hamburger topping,** lightly brown garlic, meat, green pepper in a little shortening in 10-inch frying pan. Add tomato paste, seasonings; simmer while preparing corn bread batter. Remove from pan. Arrange in bottom of pan 6 tomato slices inside onion rings. Cover with meat.

**For the corn bread,** sift dry ingredients into bowl. Add egg, milk, shortening. Beat with rotary beater until smooth, about 1 minute. *Do not overbeat.* Pour over the meat mixture. Bake in hot oven (425°F.) 20 to 25 minutes. Invert on platter; serve with tomato sauce made by heating a six-ounce can tomato paste and 1/2 cup water together.

**Note:** Tomato slices, onion rings and green pepper may be omitted. If desired, brown 1/2 cup chopped onion with the ground beef.

Newest and easiest  
1-dish dinner!



# Quaker

## CORN MEAL

... HOMINY GRITS, AND QUICK GRITS, TOO



Look for either of these famous faces and you get the Fresh Corn Flavor of choice corn, new milling methods, new packaging.

# Aunt Jemima

## CORN MEAL

... HOMINY GRITS, TOO





 DOUGLASS CROCKWELL

"AFTER A DAY ON THE SLOPES," by Douglass Crockwell. Number 103 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation... Chartered 1862







**THE MASTER**, Ben Hogan, puffs on his cigaret with deadly calm, familiar sight to golf tourney galleries.

# NEW GUARD OF GOLF

*Kids move in on the Hogans  
and one even looks like him*

As the golf pros started their annual winter tour with the \$32,500 prize money Los Angeles Open, the older hands had an uneasy sense of being hemmed in by youth. Nearly half of the field was made up of golfers under 30. When the Open was over, youth had itself a time. First place was taken by a 24-year-old who has been a pro less than a year, and a half dozen of his contemporaries finished in the money.

What made the older pros pointedly uneasy was the feeling they were playing against the greatest golfer of all, Ben Hogan, who was actually at home 1,200 miles away. There was a young man on the course who chain-smoked like Hogan, dressed like Hogan (*left and above*), studied shots with Hogan's time-consuming care. Gardner Dickinson was, in fact, a disciple of Hogan's, had worked for him as assistant. For two rounds Dickinson played as if he were Hogan—six under par, tied for the lead. But on the final 18 holes he fell apart and young Gene Littler came on to win. With the two others shown on the next page, Littler and Dickinson are in the vanguard of the corps of hungry young pros who seem ready now to take over the circuit from golf's old guard.

**THE MIMIC**, Gardner Dickinson, 27, unconsciously falls into Hogan's grim mood at Los Angeles Open.



## SAFE BETS TO BECOME



### THE GALLERY'S IDOL

At 24, Gene Littler has captured the fancy of the golfing gallery as no one has since Bobby Jones in 1923. In what seems like utter repose he walks nonchalantly around the crowded course, stopping now and then to execute his beautiful, one-piece swing that is so grooved it leaves little or no margin for error. Blessed with fine coordination and timing, he carries this smoothness right through to his putting. He was born in San Diego, began breaking par at 14 and became national amateur champion in 1953. After turning professional last winter, he barely missed winning golf's big one, the U.S. Open, last July. If he has any weakness, it is chipping and wedging from just off the green, but this is an acquired art which Littler as a hard-working craftsman will be able to master.



### AUSTRALIA'S HOT-SHOT

Clothed in a rubber rain suit and clutching an oversized striped umbrella, Australia's young Peter Thomson peeks speculatively through the mist during the first round of the Open on the Inglewood course in Los Angeles. Only 25, and the best foreign golfer to come along since Bobby Locke, Thomson studied at Melbourne Tech, became a golf professional in 1949 while still a teen-ager. He joined the touring U.S. pros a couple of years ago, last year established himself as a top tournament player by winning the British Open championship. He has since picked up some additional change in U.S. tourneys. Although he is built like a fullback, Thomson is not a spectacularly long hitter, but his game, hardened on unkempt British and Australian courses, is steady and still improving.



# STARS OF THE CIRCUIT



## THE PROS' DARK HORSE

Dropping a wisp of grass to check the wind, 24-year-old Bud Holscher strides intently toward his ball to tee off. Tall and loose jointed, he looks more like a high school basketball player than a bigtime golfer. In spite of this he gets precision accuracy on his long drives and is deadly at chipping and putting. Less well known than some of his contemporaries, he is highly regarded by the pros. A top-flight amateur, he defeated Littler for the National Junior championship in 1949, turned professional two summers ago before being discharged from the service. He tied for fourth in the Los Angeles Open a year ago, won the rich LaBatts Open in Toronto last fall. His biggest flaw is a youthful tendency to berate himself when he makes foolish shots, but he seems to be getting over this.

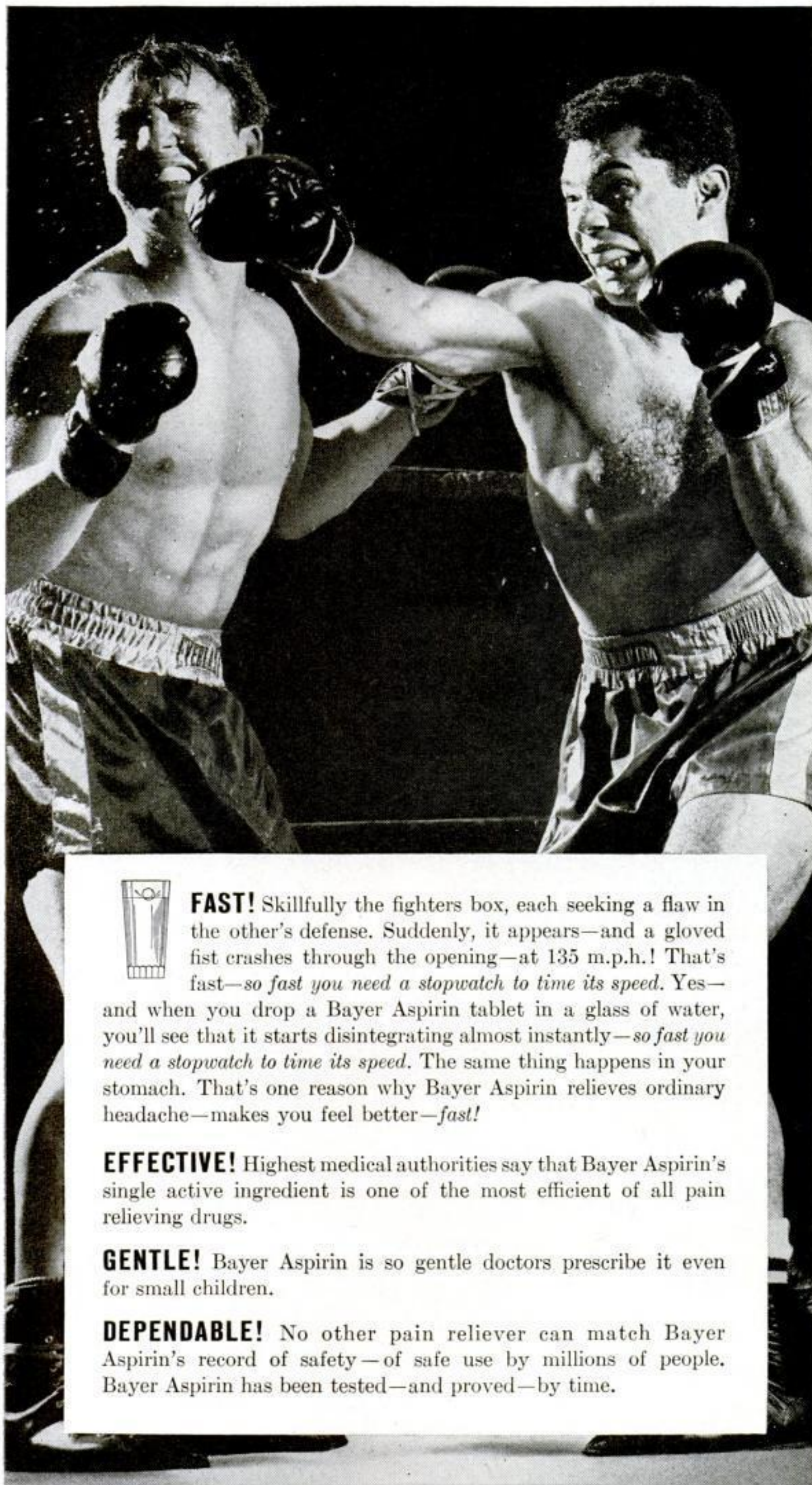


## A SLIM SLAMMER

With characteristic Hogan-like precaution and thoroughness, 27-year-old Gardner Dickinson jumps into the air to get a last look at the green and the flag before hitting an iron shot in the third round at Los Angeles. Before becoming a professional two years ago Dickinson was the captain of his college golf team at Louisiana State and won 39 amateur tournaments. The most significant period in his career began a year ago when he became assistant to Ben Hogan at Palm Springs' Tamarisk club. Says he, "Ben didn't change my swing. He tried to teach me to think better, to study my shots, to figure the best and safest way to play the hole." Despite his slight build (5 feet 10 inches, 128 pounds), Dickinson hits the ball a mile, got home in two with an iron on a 506-yard hole last week.



# So Fast You Need A Stopwatch To Time Its Speed!



**FAST!** Skillfully the fighters box, each seeking a flaw in the other's defense. Suddenly, it appears—and a gloved fist crashes through the opening—at 135 m.p.h.! That's fast—so fast you need a stopwatch to time its speed. Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves ordinary headache—makes you feel better—fast!

**EFFECTIVE!** Highest medical authorities say that Bayer Aspirin's single active ingredient is one of the most efficient of all pain relieving drugs.

**GENTLE!** Bayer Aspirin is so gentle doctors prescribe it even for small children.

**DEPENDABLE!** No other pain reliever can match Bayer Aspirin's record of safety—of safe use by millions of people. Bayer Aspirin has been tested—and proved—by time.

**GET THE BEST —  
GET BAYER ASPIRIN**



**WITH THE CHIPS DOWN** in the final round, Gene Littler calmly yawns while Gardner Dickinson, with whom he was paired, stares nervously ahead.



**THE HAPPY WINNER**, Littler grins in exultant anticipation as he waits for his \$5,000 check. Since becoming a professional last year, he has won \$13,800.

CONTINUED ON PAGE 108



How to avoid dry, unruly "grizzly-bear hair"



## New greaseless way to keep your hair neat all day

### **New Vitalis with V-7 prevents dryness, makes hair easy to manage**

The gentleman above manages to keep his hair in excellent condition from morning till night—and he does it without grease! He uses new Vitalis with V-7.

You'll find no animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

**You can use it often—even every day**  
Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—

even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection from dry, brittle hair and parched scalp—whether they're caused by drying outdoor exposure or your morning shower.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. Remember, he's an expert on making your hair look its best.

### **"TISSUE TEST" proves greaseless Vitalis outdates messy oils**



**NEW VITALIS**



**MESSY OILS**

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



## **NEW VITALIS® HAIR TONIC WITH V-7®**

A PRODUCT OF BRISTOL-MYERS





Cold-  
Stuffed  
Nose?

## Spray-Away Misery WITH MISTOL MIST

Mistol Mist, the modern nasal spray, contains *Neo-Synephrine*.<sup>\*</sup> Eases misery same way your doctor does when he sprays your nose. Carry in pocket or purse; use anywhere. Get each of the family one. For dropper-type relief, get Mistol in regular bottles.

<sup>\*</sup>Registered trademark of Winthrop-Stearns, Inc.

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Only 98¢  
A PLOUGH PRODUCT



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QUICK  
SQUEEZE  
BRINGS  
HEAD  
COLD  
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**Mistol  
MIST**  
NASAL SPRAY

Get the BEST  
for LESS...  
100 TABLET BOTTLE 49¢



NEW GUARD CONTINUED

## THE COLLEGES HATCH GOLF'S NEW CHICKS

The system that produced the Ben Hogans and Sam Sneads is now as out of date as the wooden-shafted club. The old guard in pro golf came up the hard way, from the caddy ranks through lengthy apprenticeships as assistant pros in golf shops. They scrimped and saved to get enough money to get on the circuit for a tournament or two. Johnny Goodman had to ride a cattle train to get to his first Open tournament. Hogan lived on oranges for four days. At one time or another practically all the old pros slept in their cars to save money on hotel rooms.

The road to golf's treasures has been smoothed and shortened considerably since then. Instead of rising from the caddy ranks, today's talented crop of young pros take a short cut through the colleges. Any high school kid with a good backswing and a low handicap today finds himself flooded with offers of college scholarships. The competition for talent is particularly hot in Texas where golf prospects are almost as much in demand as promising football players. Young Billy Maxwell, now a rising star among the pros, once played for North Texas State. Buster Reed, another alumnus of North Texas State, has just gotten out of the service and is starting out after the pros. He has gotten himself a trailer, as many other budding tournament troopers have, and will join the circuit in Tucson next month. The University of Houston has one of the hottest young prospects ever developed in golf-mad Texas, but John Garrett is still a sophomore and at least three years away from making his debut as a pro.

The kids getting out of college almost always manage to wangle a grubstake. The most promising ones among them sign contracts with a sporting goods company which will pay them a beginner's fee of \$500 to \$1,000 a year in order to sew up names they may later want to use to endorse or label their products. Arnold Palmer, who played for Wake Forest before winning last year's National Amateur, struck out on the pro circuit with a subsidy from a sporting goods company, a few dollars he had saved himself and some advice from his father, who is the pro at the Latrobe (Pa.) Country Club. Bud Holscher, a graduate of Santa Monica City College, comes from a fairly well-to-do family and had saved up enough to give him the chance to make good among the playing pros.

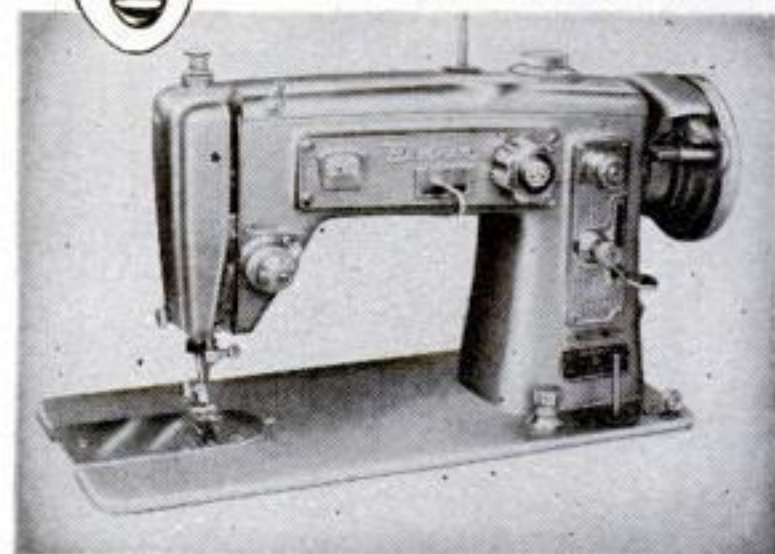
But the ideal way to start out on the pro circuit is with the help of an "angel." Gene Littler, who seems to do everything connected with golf in just the right way, turned pro after college (San Diego State), and a hitch in the Navy, with the backing of John Dawson who runs the Thunderbird Golf Club of Palm Springs, Calif. Dawson raised a \$6,000 purse to start Littler off. With that behind him, Littler could afford to be loose and relaxed on every shot as he came down the stretch in last week's Los Angeles Open while less comfortably fixed opponents were pressing.

The reason for the stampede of young ex-collegians into the pro ranks is mostly money. With \$854,500 in prizes to shoot for (more than twice what it was 10 years ago) there is always the opportunity for a quick, lucrative strike. But there is also a lure in the challenge of the game and the lark of barnstorming from California to Augusta, Ga. Where pros used to band together in two- and three-man syndicates, sharing both expenses and winnings, they don't any more. The good players do not want to do it and the kids starting out feel they are just plain better than anybody else.

While there is more money than ever on the circuit, the struggle for it is more bitter, especially for beginners who must qualify before being accepted in a major tournament, and then get the bad early-morning starting times. Even after getting established there are terrible moments such as Gardner Dickinson had last week when his lead began shrinking. "I couldn't get a putt down. I kept thinking of that \$5,000 check and what it would mean to my wife." Worse yet are the qualms of Palmer Lawrence who dreamed of being a tournament pro in the fox-holes of Korea, saved money for four years to make a stab at the circuit which is not going too well, and now admits fearfully, "It will hurt a lot to go home."



Oh **BROTHER** what  
a Sensational  
Sewing Machine!



## The Select-o-matic\* **BROTHER** AUTOMATIC ZIG-ZAG

**YOU CAN SAVE \$50** or even more! Try... compare this 100% completely automatic Zig-Zag before you decide on any sewing machine!

It sews hundreds of different decorative stitches *absolutely automatically*... without attachments. It sews Zig-Zag or Straight, makes buttonholes, embroiders, monograms, darns etc., with just a twist of the amazingly simple Select-o-matic\* Dial... as easy to use as your dial telephone.

It is made and guaranteed by one of the world's largest manufacturers of sewing machines! You are assured of a lifetime of pleasurable sewing satisfaction.

**There's Nothing Finer than a BROTHER!**

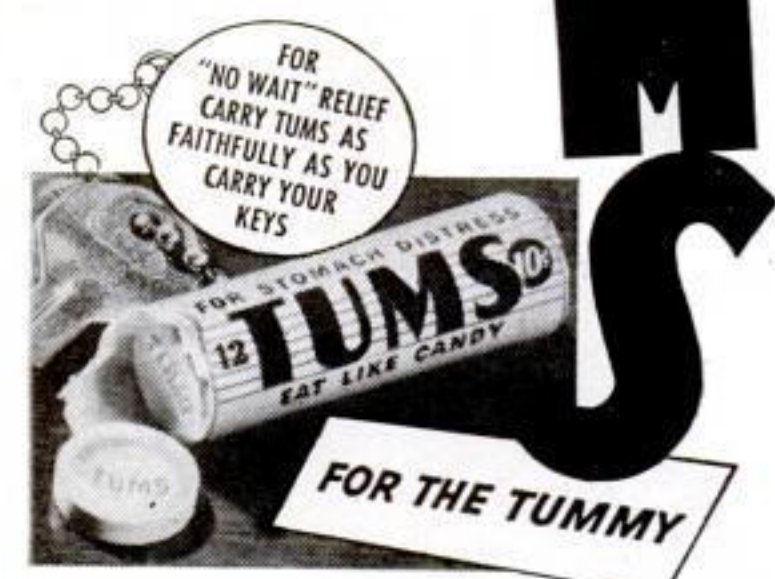
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**FREE**—write today for a handy "eye-saver" Needle Threader and illustrated booklet!



Now millions get  
prompt, pleasant  
relief from  
**ACID  
INDIGESTION**

...they take Tums  
when excess stomach  
acid causes gas,  
heartburn, bloated  
feeling... for Tums  
bring fast relief  
from excess acid.  
And so handy!  
No water—no glass  
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**STILL ONLY 10¢ A ROLL**  
AND YOU COULDN'T BUY SAFER,  
QUICKER RELIEF FOR A TEN DOLLAR BILL



**NEW**  
Switch Spout...

Makes lighter filling  
faster... easier!  
RONSONOL... the cleaner burning  
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Open Shut

Best for ANY 'Flint' Lighter

25c  
4 FLUID  
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**RONSONOL**  
LIGHTER FUEL  
PLEASANTLY SCENTED

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"Our girl's 65 trips to the hospital  
would have meant disaster  
on my salary!"

*"I'm sure glad  
I belong to  
BLUE CROSS!"*



Says Rev. Ralph G. Barnes, East Providence, R. I.



"Marilyn's first attack of bronchial asthma was in 1941. She was only 1½. More followed. Often, the police rushed her to the hospital. She'd be in as long as 90 days."



"30 times she went in! 1948—we moved. Our Blue Cross membership was transferred from Massachusetts to Rhode Island. By 1952, there'd been 65 hospitalizations."



"School instead of hospitals is Marilyn's life now. A new drug has helped wonderfully. Through it all, Blue Cross has stood by us, saved us thousands in debts."

***Chances are 1 in 3 your family will have a hospital bill within the year! So join now with friends and neighbors who have banded together to protect themselves for pennies a day against hospital expenses...through membership in nonprofit Blue Cross.***

You can't know when hospital bills will come or guess how big they will be. But what you can do is to keep those bills from mortgaging your family's future by joining Blue Cross. More than 46 million people have chosen this dependable protection.

***The hospital care you need!*** The primary aim of Blue Cross is to help you get required hospital care, rather than dollars. That means *all* the basic hospital services, plus many of the costly extras. On entering the hospital, you need only show your Blue Cross card. Details are handled directly with the hospital by Blue Cross. You don't even need to file a claim. ***It costs you only a few cents a day*** to provide Blue Cross protection for your whole family, even though benefits might add up to thousands of dollars. The Blue Cross Plan in your community is sponsored by local citizens and the hospitals working

together. So both the costs and benefits are adjusted to fit local needs and conditions.

***Blue Cross is strictly nonprofit.*** That is why it can provide such wide realistic protection at such low cost. Every cent paid in, except for small administrative expenses, is set aside to pay for hospital care.

***When you change jobs or retire,*** you may still keep your Blue Cross protection. It's easily arranged through your local Blue Cross Plan.

***The most needed form of protection***—that's what Blue Cross provides. Last year alone, Blue Cross paid for \$665,000,000 in actual hospital services. Here is today's best-proved safeguard against the burden of unpredictable hospital expenses.

***How to join.*** Ask your employer about it. Or get in touch with the local office listed in your phone book under *Blue Cross*. Rural families in many states can

join through farm organizations. You may also get details by writing Blue Cross Commission, Dept. 121, 425 N. Michigan Ave., Chicago 11, Illinois.

**For protection against surgical-medical-maternity expense—BLUE SHIELD**

This month 1,000,000 people will get surgery bills. Blue Shield pays generous sums on hundreds of surgical services and maternity care. *Nonprofit, low cost, Blue Shield is nationwide, sponsored by doctors and other citizens to help you pay surgical-medical bills.*



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KING SIZE FILTER  
AT A POPULAR  
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Regular Size . . . Filter Kings . . . King Size . . . America's First Family of Cigarettes



# a Famous Name Brand gives you a Filter!

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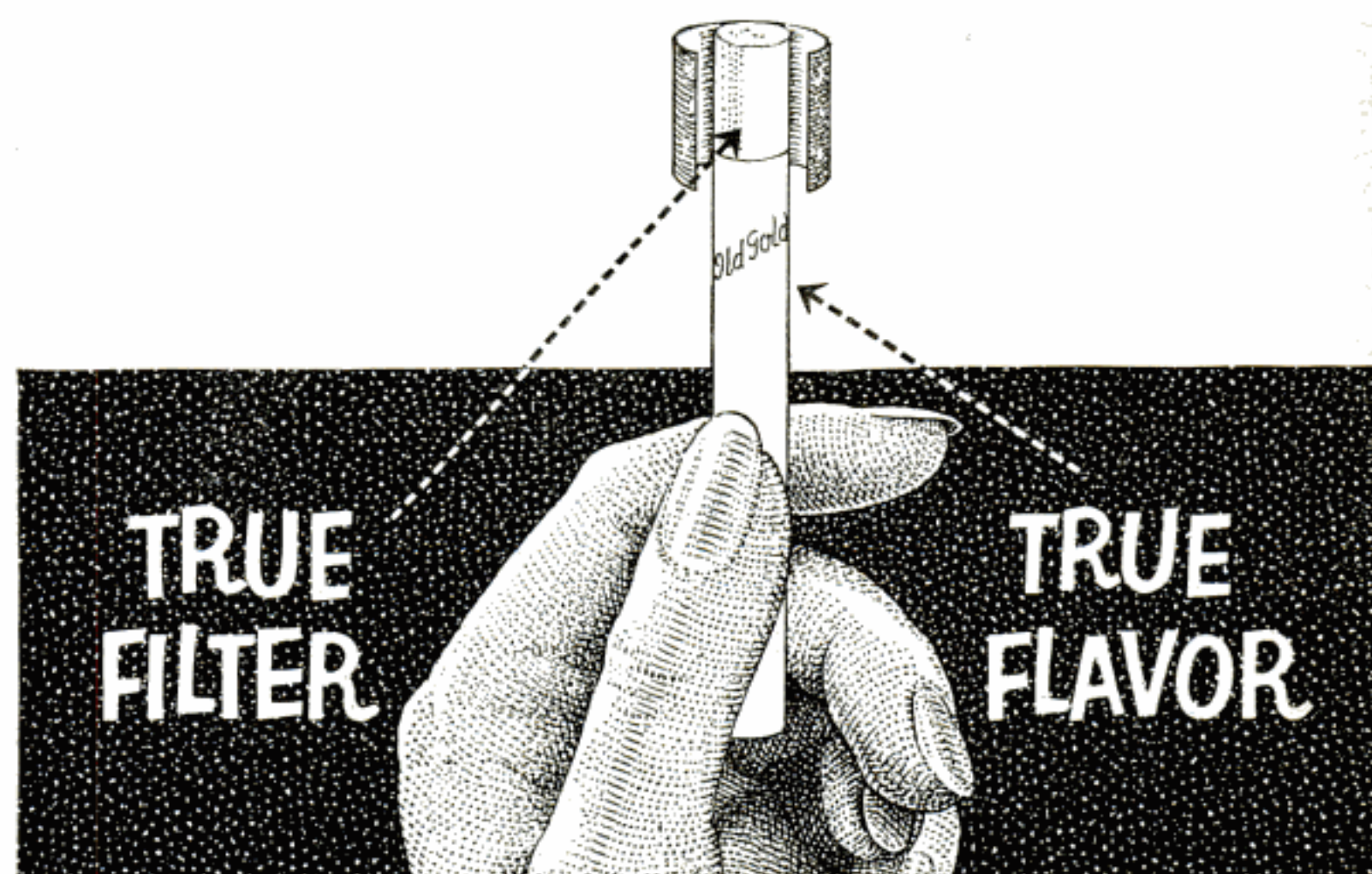
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THE  
GREAT GARBO:  
PART THREE

# *'The Braveness*





# To Be Herself

## IN PRIVATE AFFAIRS OR IN PUBLIC GARBO IGNORES OTHERS' OPINIONS

by JOHN BAINBRIDGE

GRETA GARBO maintains that her most famous remark has always been misquoted. "I never said, 'I want to be alone,'" she told a friend recently. "I only said, 'I want to be *let* alone!' There is all the difference." The difference, indeed, is that between the legend of Garbo the recluse and the actual life of Garbo the woman.

Garbo has undergone periods of determined solitude, but she has seldom been literally alone. She has always had friends, although they have admittedly been few, and she has frequently had close male friends, although the exact nature of her attachment to them has often been shrouded in fascinating ambiguity. The source of the ambiguity has been Garbo herself, and the reason for it has perhaps been her ultimate urge to be "let alone." This fear of involvement may to a considerable extent also account for the strange and seemingly aimless life Garbo leads today, in her 49th year, and for the mystery of her 13-year absence from the screen.

In Hollywood, city of the floodlit romance, only once was her name "linked," as they say there, with another star's in a manner that movie fans found satisfactorily exciting. That star was John Gilbert, and her late 1920s romance with him (LIFE, Jan. 10) wound up most unsatisfactorily from the gossip columnists' viewpoint. They were to be equally disappointed during the 1930s when Garbo briefly raised their hopes by keeping company with the actor George Brent and the director Rouben Mamoulian.

More interesting only because more off the beaten track have been Garbo's casual attachments to three Swedish fellow countrymen of widely varying backgrounds: a prince, a youthful dilettante and a construction engineer.

Garbo met 21-year-old Prince Sigvard of Sweden while en route home after her great mentor, Mauritz Stiller, died in 1928 (LIFE, Jan. 17). When word got out that she and the prince had enjoyed a few dinners and evenings on the town together, Swedish and American newspapers began gleefully hinting at a royal romance. When a reporter asked her about it on her return to New York, Garbo coolly remarked, "I don't play around with kids."

On this same trip Garbo met Wilhelm Sorensen, who was the son of a wealthy Swedish industrialist and is now a film writer. So smitten was he that shortly afterward he turned up in Hollywood. On his first night there he was allowed to use the guest room in Garbo's house, an almost unheard-of privilege. The next day he moved to a hotel, but he and Garbo subsequently spent much time together and long after the friendship ended a small bust of him shared honors in her home with a photograph of Mauritz Stiller.

Another Swede for whom Garbo had a fondness was a self-made construction engineer named Max Gumpel, who first met her when she was a department store clerk named Greta Gustafsson. Gumpel recalled many years later her dismay when, after accepting a dinner invitation from him, she was confronted with her first artichoke. With his help she mastered the vegetable, and the two spent a good deal of time

together in the ensuing year or so before she entered Stockholm's Royal Dramatic Theatre school in 1922.

In 1932 Gumpel received a phone call from a woman who said she was Greta Garbo. Although he strongly suspected a practical joke, as most people tend to in these circumstances, Gumpel invited the caller to dinner. When Garbo arrived, she was wearing only one piece of jewelry—a small diamond ring Gumpel had given her years before. Thereafter the two were seen together around Stockholm often enough to inspire rumors that they were planning to marry. Actually most of the time that Garbo was not playing tennis with Gumpel she was getting useful counsel from him on investments in Sweden.

During all of these episodes Garbo was relentlessly pursued by fans, by reporters and by gossip—and just as determinedly she fended them off. Repeatedly the myth of Garbo's "aloneness" was built up by her dogged defenses of her personal privacy; her furtive comings and goings from her Beverly Hills home; her headlong flights from fans and reporters in Hollywood, New York and in Europe; her refusal to allow strangers or even strange technicians on the sets of her movies. A hundred times in various ways she expressed the plaint she had made to a photographer in a Swedish crowd: "Man, think of my feelings!"

### Stokowski's speedy overture

IN 1937 Garbo began a romantic interlude beside which those with the prince, Sorensen and Gumpel looked pale indeed. The companion whom the newspapers then called her "dream man" was the famous and flamboyant conductor, Leopold Stokowski. Stokowski approached romance with Garbo just as directly and systematically as he might have tackled a new symphonic problem. Arriving in Hollywood to do some movie work, he looked up his old friend Anita Loos, author of *Gentlemen Prefer Blondes*, and beseeched her to arrange a meeting between him and the world's most famous blonde.

"Stoky didn't waste much time on the overture," one of those who watched the ensuing romance has said, describing how he immediately began to pour on the charm. "He told Garbo they were destined to have a history-making romance, like Wagner's with Cosima.... The gods had made their decision. Mere mortals could only obey. It was the direct attack mixed with a little mystical stuff. Any kind of mystical stuff made quite a hit with Garbo in those days."

In December 1937, Stokowski's second wife, Evangeline Brewster Johnson, obtained a Nevada divorce from the maestro. By this time Hollywood was getting used to the sight of the 32-year-old Garbo and the 55-year-old Stokowski doing the rumba at parties and Garbo had been heard privately referring to Stokowski as "my boyfriend."

In February 1938, Stokowski departed for Italy, where he proceeded to the tiny, historic village of Ravello, near Naples. There he had taken a month's lease on the ancient, handsome Villa Cimbrone, on a mountainside commanding a magnificent view of



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WILHELM SORENSEN



MAX GUMPEL



LEOPOLD STOKOWSKI



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**HER ROMANCES**, real and rumored, in years since 1928 have involved (from top) young Swedish prince, a writer, engineer, conductor, businessman.



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now in a

creamy

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Here is Stopette in another favorite form. Not changed chemically...but converted cosmetically into a creamy cream. Just stroke it on. No need to touch a finger to it. Gives positive Stopette protection. One application will last all day. And *always* will! You'll never grow immune to Stopette Cream, because it, too, contains Stopette's Anti-Immunity Factor.

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Chicago



ITALIAN RETREAT of Stokowski and Garbo was ancient Villa Cimbrone near Ravello, where they were besieged by scores of newspapermen who climbed trees and the roofs of adjoining houses in attempts to get pictures.

## GARBO CONTINUED

the Mediterranean. Within a week he was joined by Garbo, who had been in Sweden visiting her family. She arrived wearing blue flannel trousers and a pair of sweaters. Her luggage consisted of one small suitcase, much the worse for wear. No other luggage followed.

The two were able to enjoy the first three or four days of their holiday in peace. Then journalists of all nationalities descended on Ravello like an invading army. The couple retired into the villa behind a line of defense consisting of a locked gate with a large KEEP OUT sign on it, four policemen and three police dogs.

The demand for news about Garbo and Stokowski was running so far ahead of the supply that even the shoddiest journalistic wares were snapped up by editors. A typical story out of Ravello told how Garbo and Stokowski strolled into the barnyard of the villa, where a cow named Emma was being milked. "After stroking the cow's nose and murmuring a few Swedish endearments, Miss Garbo sat down on the stool, while Stokowski held the cow's head, and drew three quarts of milk." Other and equally fanciful newspaper tales described how Stokowski "picked fresh white camellias and presented them with conductorial bows to 'my lady of the camellias,'" and how the two walked side by side "holding hands like puppy lovers."

Subsequently an American who had close connections with the Villa Cimbrone and its servants learned how Garbo and Stokowski actually did spend their days under siege.

Garbo's single, battered suitcase was unpacked by the villa's housekeeper, an elderly Swiss woman who had spent most of her life in the service of the English aristocracy. Her opinion of Garbo as a mere actress was confirmed by a look inside the visitor's luggage. The suitcase contained not a single dress. In it were a

CONTINUED ON PAGE 116



HARASSED SIGHTSEERS Garbo and Stokowski were caught by a news photographer as they came out of the Vatican Museum in Rome, where they fled after an attempted truce with the reporters at Ravello had broken down.

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Soothe away coughs and sore throat of colds with new Vicks Medi-Trating Throat Lozenges. Work 3 ways at once for fast relief: \*1. **Anti-bacterial:** kills 5 types of germs that commonly cause 99% of throat trouble...in lab tests! 2. **Expectorant:** eases deeper cough congestion. 3. **Anesthetic:** soothes sore throat pain.

Contains the cough-relieving ingredients of Vicks Medi-Trating Cough Syrup!

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Wait till you feel what  
variable pitch propellers  
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FOR safety's sake, you want to pass that slower-moving vehicle with swift surety—get back in line in seconds.

The way is clear and the time is now.

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What happened? How come this lightning-like safety-surge in your new 1955 Buick with Dynaflow Drive?

The simple answer is: Variable pitch propellers.

Deep down inside the Dynaflow unit itself, a series of little propeller-like blades bite into swirling oil when you open the throttle—just like a modern airplane's propellers bite into air.

And just as a plane's propellers take one kind of bite for quick take-off, and another kind for more economical cruising—so the Dynaflow "propellers" change their bite in oil.

It's like nothing you ever felt before in commanding an earth-bound vehicle—this

immediate getaway, this instant safety-surge you now get with Dynaflow.

Want to try it?

Want to feel the tremendous new thrills that are yours at the wheel of a glamorous new Buick with Variable Pitch Dynaflow—and with the new record-high horsepowers of up to 236 that give life to these new beauties?

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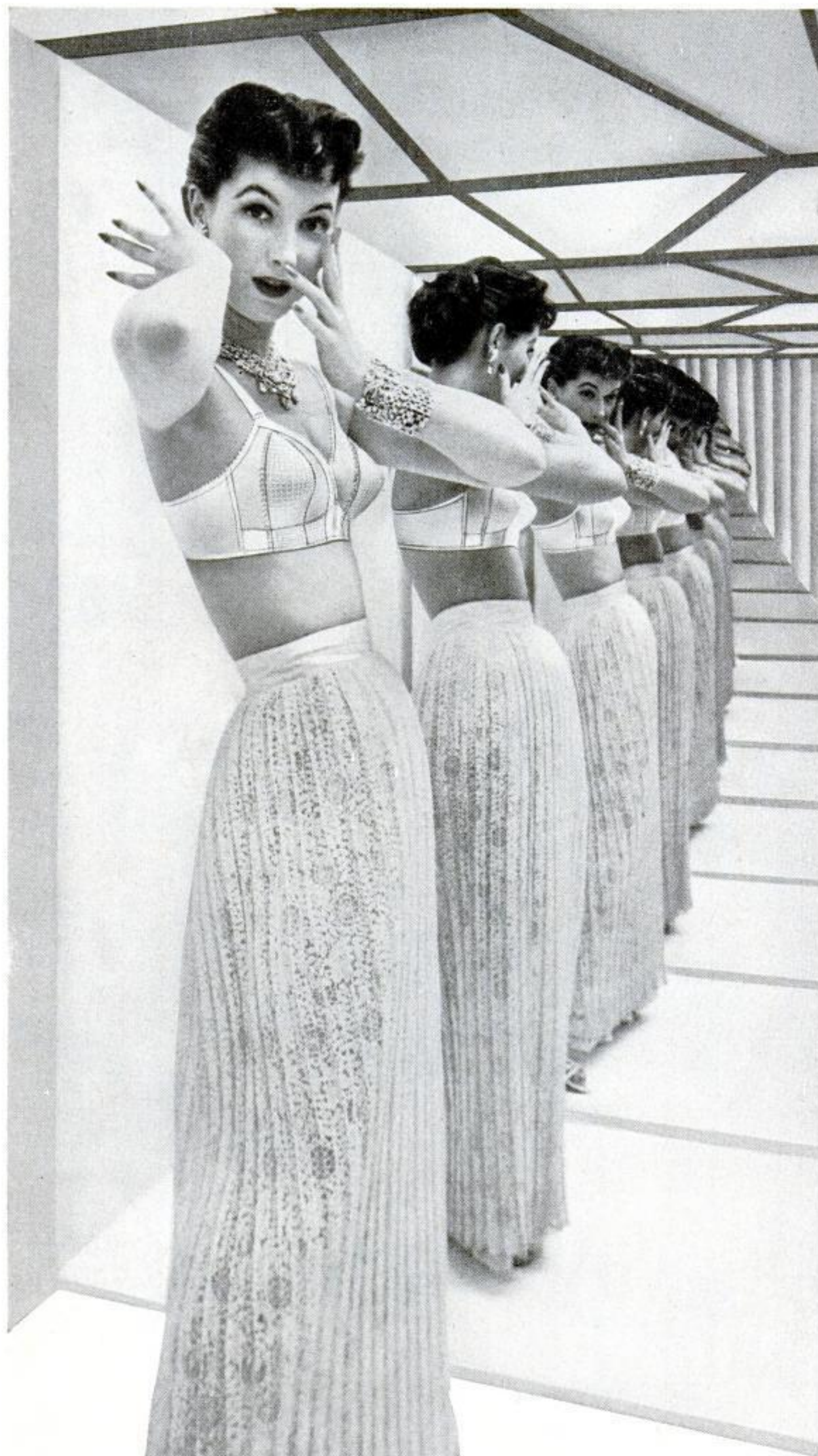
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*I dreamed I lived in  
a house of mirrors in my  
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Magic mirror on the wall...I'm the fairest of them all!  
My curves are a vision from every angle. Yes, when  
it comes to multiplying a girl's charms...there's nothing  
like a Maidenform! My dream-of-a-bra makes  
a wonderland out of any looking glass!

The dream of a bra: Maidenform's Etude\* bra in nylon taffeta or broadcloth,  
A, B, and C cups... from 2.00. Also in AA cups for the teen figure, 1.75

\*REG. U. S. PAT. OFF. ©1944 MAIDEN FORM BRASSIERE CO., INC. MIRROR EFFECTS: FREDERIC SHIPMAN JEWELS: TRIFARI



**SPOOFING THE SOVIETS** in *Ninotchka*, 1939 satire that was her only successful comedy in the U.S., Garbo parodied a grim Red May Day marcher.

**GARBO** CONTINUED

pair of blue espadrilles, several pairs of dark glasses, a bathing suit, a pair of coarse sleeping pajamas and several pots of jam.

Garbo told the maid she wanted the pajamas washed every morning, ironed and returned to her room by evening. The jam Garbo guarded jealously. When she came down to breakfast each morning, she brought a pot of it with her. Her main breakfast dish was a bowl of corn flakes over which she spread several spoonfuls of the jam and then poured a cup of coffee. As soon as breakfast was over, she took the jam back upstairs and locked it in her bedroom.

To work up an appetite for this morning meal Garbo spent 30 minutes in her bathing suit on the terrace with Stokowski doing vigorous Swedish calisthenics. Garbo, who led the exercises, was overheard one morning chanting, "One, two, one, two, Mis-ter Sto-kovf-ski, why can't you keep time, one, two."

Lunch was served promptly at noon and invariably consisted of raw carrots, although for variety both yellow and red carrots were served. They were eaten straight, without salt, which was never allowed on the table. At tea between 3:30 and 4:30 Garbo plied herself with sandwiches, honey, jam and cake. At dinner she reverted to her vegetarian diet, consuming only raw salad and fruit. The day was over at 8 o'clock, when Garbo went to bed.

After three embattled weeks Stokowski moved to raise the siege by striking a bargain with representatives of the various large news agencies: in return for an interview with Garbo they would agree to call off their watch.

The delegation of correspondents was solemnly ushered into the villa's library by Stokowski, who then left the room, rubbing his hands nervously. Garbo rose from a sofa as her interrogators entered and began walking back and forth in front of the big fireplace. The reporters were seated. "Well," she said, "what do you want?"

A reporter asked whether she intended to marry Stokowski. She shook her head. Another correspondent asked, "Are you married?" She shook her head again. Then, looking at the journalists and giving them a slight, cold smile, she said, "There are some who want to get married, and others who do not. I have never had any impulse to go to the altar." She paused, gazing out the windows toward Amalfi Bay.

"I haven't many friends," she said suddenly. "I haven't seen much of the world. My friend, Mr. Stokowski, who has been very much to me, offered to take me around and see some of the beautiful things. I optimistically accepted. I was naive enough to think I could travel without being discovered and without being hunted." She spoke more rapidly, "Why can't we avoid being followed and examined? It is cruel to bother people who want to live in peace."

The reporters went on with their questions. One asked Garbo if she had plans for marriage any time in the future. "Marriage?" she mused. "I wouldn't know. There seems to be a law that governs all our actions, so I never make plans."

With that she indicated that the interview was over. She smiled slightly as she thanked the newspapermen for their visit and bravely shook hands with them as they filed out.

A week later Garbo and Stokowski left Ravello. After a sight-seeing trip to North Africa and across Europe they went early in

CONTINUED ON PAGE 118





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## Life begins at breakfast...land o' corn style!

Could be there's a better way to start the day than with spicy apple slices a'frying alongside of Rath's sweet, cornfed Bacon.

Could be—but we doubt it.

For honestly... *honestly* in all your born days you've never tasted bacon like the Rath Black Hawk kind.

Some folks say broil those meaty, tender strips. Others say fry them. Far be it

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We use only the pinkling centers of those rosy slabs of bacon. We sugar-cure in natural, sweet juices. And we smoke so very gently with aromatic hickory.

Now we ask you—why settle for mere toast 'n' coffee when you can breakfast Land O' Corn style with Rath Bacon!

Always-Read-The-Small-Print-Dept. Black Hawk Tend'r Mild Canned Hams, thrifty Daintees and luscious Luncheon Meats are real Land O' Corn style, too. Try 'em today.

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Rath makes over 1000 meat products—but when you try any one it's one in a million.







## Friskies Dog Food Guards Against **HIDDEN HUNGER\***

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necessary for normal growth and health.**

**CONSIDER THE HEALTH** of your dog when you feed him—his need for those essential food elements necessary for full vitality, good health and a long life span.

**YOU CHOOSE** your dog's food. Don't be misled by so-called economy brands that may save you a few pennies, yet *cannot possibly* give him Friskies' protection against "Hidden Hunger."

**STUDY THE LABEL** on a can of Friskies. Compare ingredients — like rich, red horse meat from choice steaks, chops, and roasts. All ingredients are certified by the U. S. Government. The government seal on the can *guarantees* this!

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**LAST FILM, *Two-Faced Woman*, in 1941, showed off Garbo's new hair-do, new oomph-girl qualities.**

### **GARBO** CONTINUED

May to Sweden. Here for nearly three months they managed to find a little privacy at a country estate called Härby, which Garbo had purchased in 1936 for the equivalent of \$55,000. Situated 40 miles south of Stockholm on Lake Sillen, Härby comprised a thousand acres of farmland and forest with a handsome, 15-room house commanding a fine view of Lake Sillen. Signs reading **KEEP OUT** and **ABSOLUTELY PRIVATE** were placed around the estate. In addition Garbo had purchased a tract of land on the opposite side of the lake, evidently to preclude telescopic spying.

Occasionally Garbo and her guest motored to the nearby village of Gnesta to do marketing. For the most part the villagers paid little attention to them but Garbo's habit of haggling over her purchases is still remembered by local merchants. "Carrots cost too much" seemed to be her favorite expression," one merchant says.

At the end of July, Stokowski returned alone to the U.S. Garbo arrived in New York a couple of months later and to the surprise of newspapermen granted a shipboard interview.

After she had parried questions about Stokowski she was asked if she ever planned to marry. "If I could find the right person to share my life with—perhaps I would," Garbo answered. Someone wanted to know if she considered "single blessedness" the proper state for a professional woman. "If you are blessed, you are blessed, whether you are married or single," Garbo replied.

About her visits to an infant that had been born on the voyage, she said, "I am always very interested in babies. The birth of a baby is always a miracle." Would she like to have children of her own? Garbo shrugged. "No. The world now seems much too difficult. . . . I would not want to raise a son or any children to go to war. . . ." Had she enjoyed her vacation? Sighing huskily, she replied, "You cannot have a vacation without peace and you cannot have peace unless left alone."

After spending a few days in New York, during which she was never seen with Stokowski, Garbo left for Hollywood. There is no record of the two having met since.

Soon Garbo was hard at work with director Ernst Lubitsch on *Ninotchka*, a brilliant satire of Communism, in which Hollywood recognized after 14 years the comic talents that she had displayed in her first movie roles in Sweden. On the set of *Ninotchka* she was so uncommonly cheerful that people who had worked with her before were bewildered. She joked with the crew; she played in an impromptu noonday baseball game on the lot (revealing a good throwing arm—the result, she said, of youthful snowballing in Sweden); and she even gave an autograph to a fan, a teen-aged girl who accosted Garbo as her car slowed down to pass through the studio gates.

But all this unwonted geniality did not spring solely from Garbo's delight in the opportunity to play comedy or to be directed by

CONTINUED ON PAGE 121



HOWARD HUGHES presents  
**JANE RUSSELL**  
IN  
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ENTER that new,  
thrilling Underwater World...with  
Jane Russell as you've never  
seen her before!

It took 3 years  
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**SUPERSCOPE**  
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# Karo Syrup gives you full rich flavor without oversweetness

The one syrup that brings out the natural  
good taste of pancakes and waffles

Produced by  
Corn Products  
Refining Co.



**This Popular Breakfast** needs a full-bodied, satisfying syrup like Karo. Pour on plenty and watch how it stays on top. Pancakes and waffles never get soggy with delicious Karo Waffle Syrup.



**French Toast Is A Treat**... even more tasty when you pour on mildly-sweet Karo. Red Label Karo has a light, delicate flavor. It mingles with food to make every single bite a delight.

When you want to add flavor... without the oversweetness you get from most table syrups... pour on Karo. Your family will really enjoy this rich flavorful syrup... not too sweet, not too thin. Karo sweetens *just enough*... the men in the family love the rich full-bodied goodness of Karo Syrup. It is rich in dextrose, food-energy sugar.





**RARE TALKATIVE MOMENT** startled New York ship newsmen who met Garbo in 1938, heard her hold forth cheerfully on marriage, babies and war.

## GARBO CONTINUED

the talented Lubitsch. Primarily accountable was the dietitian, lecturer and writer, Gayelord (*Look Younger, Live Longer*) Hauser.

Garbo fell under his bubbly influence after she had gone with a friend to a party at Hauser's Beverly Hills estate. Disappointed when Garbo's shyness made it hard for him to talk to her, Hauser implored her friend to persuade the actress to accept another invitation. Garbo at length sent word that she would come to dinner on condition that no other guests would be present. Nothing could have pleased Hauser more. When she made her solitary visit, Hauser served her one of his most tempting dishes: wild rice hamburgers, which are made of wild rice and chopped hazelnuts or walnuts, mixed with an egg, and fried in butter or peanut oil. Hauser later dedicated the recipe for them to Garbo.

Garbo was charmed by both the food and her handsome, ebullient, six-foot-three host. Before long he had become her constant and exceedingly attentive escort.

After converting Garbo to the blessings of some of his other dietary inventions, Hauser set out to change her social habits as well. Owing in large part to her natural longing to be led, Garbo submitted to Hauser's management with docility. Their friendship began to be the subject of much comment in the press. The two were, said Louella Parsons, "thataway."

Not exactly troubled by such publicity, Hauser began dropping into his lectures such remarks as, "I ain't a vegetarian, and Garbo does *not* have big feet," to the vast titillation of his female listeners. Garbo did not seem to mind and in fact even attended a few of the lectures.


After the premier of *Ninotchka*, Garbo and Hauser departed together for New York, Palm Beach and the Bahamas. In New York, before they left for Florida, Hauser gave a friend at International News Service a complete advance story of his coming wedding to Garbo. As soon as the ceremony had been performed, Hauser promised, he would confirm the event by telephone and give I.N.S. a news beat. The Florida-Bahamas idyl lasted more than a month, but the confirming call never came. Despite this disappointment, Hauser continued to be Garbo's close friend and escort for many months after their return to Hollywood, but at length they drifted apart.

Just as sadly inconclusive as Garbo's long and fruitless search for, as she has put it, "the right person to share my life with" were the circumstances surrounding Garbo's departure from motion pictures. In 1941 Metro executives apparently decided that Garbo must be transformed into a fun-loving American glamor girl. The picture selected for her debut in this new incarnation was called *Two-Faced Woman*. It was destined to be her last.


As *Two-Faced Woman* went into production, the Metro publicity department began to prepare the American public for the emergence of "the new Garbo." It became known that she would appear for the first time on the American screen in a bathing suit—a brief one she had designed herself. Not only that, it was breathlessly revealed, but she would also be shown wrestling with her man while clad in "filmy finery."

Although M-G-M did indeed deliver on these two promises,


CONTINUED ON NEXT PAGE



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with miracle latex  
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Holds you  
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"finger" panels




Pampers you  
with kitten-soft fabric inside

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*Slimming because there's latex outside...  
comfortable because there's fabric inside!*



Miracle latex slims and trims without a seam, stitch or bone! Hidden "finger" panels firm and support like magic! Washes, dries in a hurry, too.

Kitten-soft fabric inside—and a new non-roll top—for extra comfort!

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**NO UGLY DANDRUFF** like this on your collar when you use Fitch Dandruff Remover Shampoo... not even these winter days when dandruff is most serious!

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**A SINGLE SHAMPOO** with new milder Fitch removes flaky dandruff... then your hair is up to 35% brighter too! And so much easier to manage!

## Brighten hair up to 35% with first FITCH shampoo!

Remember! Dandruff not only sheds on your shoulders, it dulls hair too. So it's a real problem this time of year! Yes, dandruff is at its worst in winter.

**Dry, overheated rooms make your scalp flake off more. Tight-fitting hats can interfere with circulation. Glands are also over-active.**

So this is the season when you need Fitch Dandruff Remover Shampoo more than ever. The only shampoo especially made and guaranteed to remove every trace of dandruff with just *one* lathering—or your money back.

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Most amazing, Fitch also brightens hair up to 35% when dulling dandruff is removed. Scientific "Reflectance" tests *prove* it! New milder Fitch helps recondition hair at the same time!

To get rid of flaky "Wintertime Dandruff"—and brighten hair beautifully too—get Fitch Dandruff Remover Shampoo at any drug counter today. If you're not delighted, return unused portion for full refund from Fitch. Also ask for a professional application of Fitch at any Barber or Beauty Shop.

**Only new milder FITCH guarantees 35% brighter, dandruff-free hair... or your money back!**

## GARBO CONTINUED

*Two-Faced Woman* otherwise provided Garbo mainly with sleazy *double-entendre* dialog and a creaky plot. Based on a dusty Hungarian farce, it required her to play the part of a wife who wins back her straying husband by impersonating her own highly seductive twin sister. M-G-M made the most of the many opportunities provided for suggestive humor, with the result that when *Two-Faced Woman* was released in November 1941 the National Legion of Decency condemned it as immoral and in some localities it was banned.

The producers withdrew the film to purify it, but they succeeded only in making it more ludicrous. By the time the laundered version of *Two-Faced Woman* came out, the occasion was far from auspicious: it was less than a month after Pearl Harbor. Of the critics, only a few diehard Garbo fans had a good word for it. *TIME* called it "a trick played on a beautiful, shy, profoundly feminine actress.... Its embarrassing effect is not unlike seeing Sarah Bernhardt swatted with a bladder."

The astonished and deeply hurt Garbo became convinced that malevolent forces were at work to bring about her downfall. "They've dug my grave," she told an intimate friend. This unreasonable but apparently sincere belief, together with the effects of the war, the fact that she had all the money she needed and her natural lack of direction combined to make her lose interest in her career. So it was that at the height of her dramatic power, the 36-year-old Garbo quietly withdrew from motion pictures. She has never returned.

### 'I'm sort of drifting'

**F**OR 13 years Greta Garbo has been the world's most fascinating lady in retirement. Returning from Europe in 1946, she was asked by reporters about her plans for the future. "I have no plans," she said, "not for the movies, not for the stage, not for anything. I'm sort of drifting." It would be hard to find a more apt phrase for her existence since leaving motion pictures. In recent years she has made her headquarters mostly in New York, where she now has a seven-room apartment in midtown overlooking the East river. Not long ago a friend asked her how she spent her time in the city. "Oh," she replied, "sometimes I put on my coat at 10 in the morning and go out and follow people. I just go where they're going. I mill around."

Just catching a glimpse of Garbo "milling around" is still a thrilling event in the lives of most of those who do. A middle-aged lawyer who has an office on upper Madison Avenue was entranced on a recent evening to recognize Garbo standing in front of a small linen shop that was advertising a going-out-of-business sale. The lawyer, a loyal Garbo admirer since his college days, watched from a respectable distance as she gazed for some five minutes at the rather uninteresting display. He followed as she moved down the street, stopping here and there, window-shopping. Then he watched as she turned down a side street and strolled off into the night while he reluctantly hurried to catch his train to the suburbs. There he greeted his wife with, "Guess who I saw on the street today?" It happens all the time.

Though Garbo's wanderings about New York follow no charted course, she has some more or less regular ports of call. She is a familiar figure in Third Avenue antique shops and has become friendly with several of the proprietors who describe her as charming, unaffected and pleasant to everyone. The shopkeepers have learned that she likes to be let alone as she wanders about by the hour, looking at this, picking up that and occasionally asking the price of something. Her purchases are extremely infrequent. A favorite Garbo haunt is a shop which has a workroom where antiques are restored. Saying little, she sits there by the hour watching the artisans at work.

On her strolls Garbo also frequently drops in at Hammacher Schlemmer, the fashionable home-furnishings emporium on East 57th Street, to buy kitchen utensils, glassware and other such items for her apartment. Her purchases are nearly always in the reasonable price range. At Wynne and Treanor, a select Madison Avenue food store, she sometimes lets herself go, splurging on fresh caviar at around \$30 a pound, but just as often her sole purchase will be one can of French soup.

When the weather is bad, she may pass part of the afternoon at the Plaza Theatre, a small moviehouse on East 58th Street that often shows foreign films. "Garbo doesn't like to be fussed over," the theater manager has said. "If the house is crowded and we offer her a box, she always says, 'Oh, thank you,' in a surprised way. She never demands favors the way other actresses do who come here."



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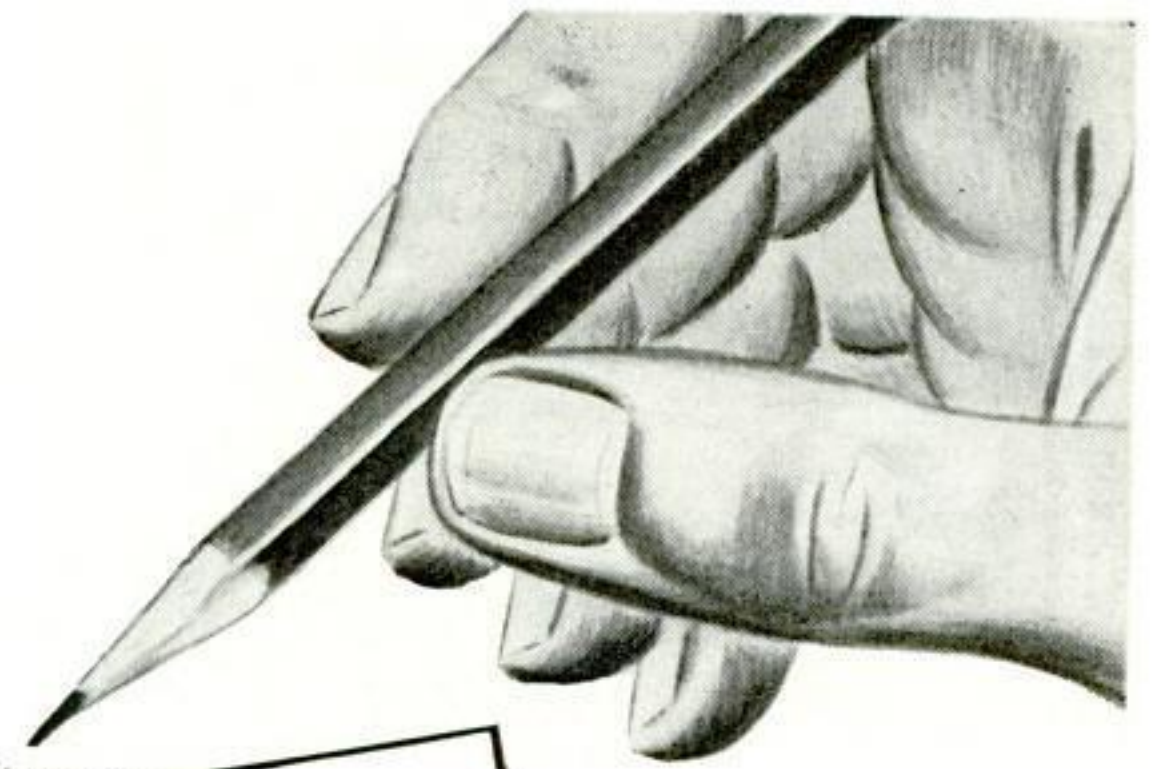
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CONTINUED ON PAGE 124



# Can you spot the **BIG LOSER** on this scorecard?



★ TRANSPORTATION SCORECARD ★					
	RAILROADS	INTERCITY TRUCKS	INLAND WATERWAY CARRIERS	AIRLINES	INTERSTATE BUSES
Does carrier build and maintain the "roadway" which it uses?	YES	NO	NO	NO	NO
Does carrier pay property taxes on its "roadway" for support of the general services of government?	YES	NO	NO	NO	NO
Does carrier meet all its true costs instead of being helped by tax money?	YES	NO	NO	NO	NO
Is carrier compelled to maintain routes and services which do not pay their own way?	YES	NO	NO	SEE NOTE #1	NO
Are carrier's rates regulated by government agencies?	YES	SEE NOTE #2	SEE NOTE #3	YES	YES

#1. Any mail-carrying commercial airline which operates at a loss receives additional Federal subsidy to cover its deficit.

#2. Only 38% of intercity truck transportation is regulated, in part, by the Interstate Commerce Commission.

#3. Only 12% of inland water transportation service is regulated to some extent. Water carriers enjoy special protection from railroad competition.

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As you can see from this scorecard, only the railroads among these transportation agencies are meeting all their true costs without help from tax money.

And yet, railroads are subject to such laws and regulations, both in their rates and in their services, that they are not allowed to compete with other forms of transportation on an equal basis.

This costs *you* money in two ways — in higher taxes and in higher *real* costs of transportation.

You can help get lower *real* costs — and lower taxes, too — by supporting measures, state and national, which will put all forms of transportation on an equal basis — and which will give America's railroads freedom to compete.



**Association of American Railroads**  
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for treats.

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HEADACHE  
NEURALGIA**

Ease Pains of Headache, Neuralgia, with Quick Acting STANBACK... Test STANBACK against any preparation you've ever used... See how quick relief comes.

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MENTHOL  
GOES WHERE  
YOUR COLD  
GOES**



**GOES** to help  
clear your nose

**GOES** to help  
soothe your throat



WITH BARON ROTHSCHILD (center) Garbo stopped off at Salzburg, Austria during 1952 tour on which she used the incognito "Harriet Brown."

## GARBO CONTINUED

When she feels the need of companionship Garbo may lunch at the Colony with friends or drop in at the Museum of Modern Art to see her bachelor friend Allen Porter, who arranges showings of her own and other old movies for her. Or she may stop by the apartment of one of her women friends. She never calls ahead of time and she departs as abruptly as she arrives. A retired professional woman upon whom Garbo calls every once in a while has described her visits by saying, "It's like being friends with a hummingbird. She lights on your hand, and there is this vivid creature, and then she flies away."

Probably the two strongest friendships that Garbo has formed during the years of her retirement have been with George Schlee and Baron Erich Goldschmidt-Rothschild. The baron, a distinguished looking man of extensive means and total leisure, is 61. He and Garbo take long walks together in Central Park, dine at expensive restaurants, go shopping, visit art exhibitions and otherwise while away the hours. Under the tutelage of the baron, who owned an important art collection in Germany before Hitler came to power, Garbo has developed an interest in art and has invested in a few paintings, including a Renoir, a Degas and a Soutine.

It was Gayelord Hauser who brought Garbo and George Schlee together. As part of his energetic program to make Garbo look younger, live longer and generally be happier and healthier, Hauser aroused her interest in clothes and arranged for a friend to take her to the salon of the couturière Valentina to select a wardrobe. Schlee is Valentina's husband and business partner. As a consequence of Garbo's visit, Valentina and Schlee became good friends with their new customer and as time passed Garbo saw a lot of both the designer and her husband.

## A man who can give her directions

IT is the notion of some of Garbo's intimates that she was attracted to Schlee because he resembles Mauritz Stiller. Like Stiller, who grew up in Russian-ruled Finland, Schlee has a Russian background. Like Stiller, Schlee has heavy features, large hands, and discourses fluently on nearly any topic. Schlee is also capable of giving Garbo directions, a faculty she has always appreciated.

A while ago when Schlee was in the hospital, Garbo and Valentina sensibly spelled each other in providing him company. Garbo handled the afternoon visit while Valentina was tending to her work and Valentina took over the evening stint. Valentina continues to make many of Garbo's clothes. On one occasion Garbo and Valentina stunned the guests at a dinner party by arriving with Schlee between them, the two women attired in identical dark blue handkerchief linen skirts and white blouses, designed by Valentina.

The manner in which Garbo arranges her social affairs nowadays may be indicated by her European visit a couple of summers ago. She flew to Paris with Schlee, who then escorted her to England, where she visited for three weeks with Cecil Beaton. (The previous fall, as Beaton's guest, she had met Princess Margaret, with whom, someone said, she got along "like a palace on fire.") Leaving England, Garbo spent a few days in Paris in

CONTINUED ON PAGE 129



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## Tamale Pie Mexicale

● **Heat oven** to 350° F. (moderate). To 2 Tbs. shortening in skillet, add ½ cup chopped onion, 1½ lbs. ground beef and 1 tsp. salt; cook until meat is lightly browned. Drain off any excess fat. Stir in 1 cup Heinz Tomato Ketchup, ¼ cup water, 1 tsp. chili powder, and 1 tsp. Heinz Apple Cider or Salad Vinegar; simmer 10 min. Prepare one 12-oz. package corn muffin mix as directed on package. Spread batter evenly on bottom and sides of greased baking dish (11½" x 7⅝" x 1½"). Spoon meat mixture over corn bread batter. Bake at 350° F. for 30 min. Serves 6.

## Spanish Skillet Dinner

● **Lightly brown** ½ cup raw rice in 2 Tbs. shortening in skillet. Add 1½ cups cubed, cooked ham, ½ cup chopped onion and ½ cup chopped green pepper. Cook until vegetables are tender. Stir in ¾ cup Heinz Tomato Ketchup, 1 No. 2 can green beans (undrained), ¾ cup water, ⅛ tsp. ground thyme and 1 tsp. Heinz Apple Cider or Salad Vinegar. Cover; simmer, stirring occasionally, for 35 min. or until rice is tender. Serves 6.

## Rosy Beef Stroganoff

● **Cut 1 lb. round steak** into strips 1½"x½"x½". Shake in paper bag with 3 Tbs. flour, 1 tsp. salt, ⅛ tsp. pepper. Brown meat, ½ cup chopped onion, 1 clove garlic, minced, in 2 Tbs. shortening in skillet. Combine 1 cup sour cream, ½ cup Heinz Ketchup, 1 cup water. Add to meat. Simmer, covered, 1½ hrs. Stir occasionally. Serve over hot noodles. (Serves 4.)



## Cold-weather appetites call for

### Sturdy Bean-Corn Casserole

● **Heat oven** to 400° F. Combine 1 can Heinz Beans, ⅓ cup chopped onion, ¼ cup Heinz Tomato Ketchup, ¼ tsp. salt, 1 cup drained whole kernel corn. Top with 1 partially cooked bacon strip. Bake 30 min. Serves 4.



### For a change, mix two Heinz Soups

● **Try merging** two Heinz Condensed Soups into tasty combinations! Heinz Cream of Mushroom and Chicken Noodle go together perfectly—and so do Heinz Vegetable Soup and Cream of Mushroom. Remember—Heinz super soups cost no more than other kinds! And they taste *homemade*.



### He-man Deviled Potato Salad

● **Cube** boiled potatoes. Mix with equal amounts diced cooked frankfurters and diced celery. Moisten with French dressing—made by combining in flask ½ tsp. salt, 1 tsp. sugar, ¼ tsp. paprika, ¼ cup Heinz Vinegar, ¾ cup salad oil. Serve chilled on lettuce.



**HEINZ**  
57  
VARIETIES



Easy new economy  
dishes with the  
taste thrill of



# Heinz Red Magic



**H** EINZ KETCHUP WORKS QUICK, magical flavor changes for the plainest dishes—and the reason is certainly no mystery. Only Heinz Ketchup gives your cooking the true tomato flavor of specially grown "Aristocrat" tomatoes—harvested at their plump, rosy-ripe prime, then cooked with Heinz own vinegar and seasoned with fragrant spices. And only Heinz Ketchup is so rich it goes further!

● Good restaurants always serve Heinz Ketchup. Good home cooks put a bottle on the table—use it in their cooking, too. For here's one "best" everybody can afford. Try it and you'll agree—no other ketchup tastes like Heinz!

**YOU KNOW IT'S GOOD BECAUSE IT'S HEINZ!**



## hearty meals

13 substantial  
Tuffy Meals

● Your youngsters' favorite lunches—Heinz Spaghetti, Beef Goulash, Chicken Stew with Dumplings and 10 other satisfying Minute Meals by Heinz—are available in handy single-portion cans. Keep a shelf stocked with these tasty Minute Meals . . . for convenience, variety and economy!







## Twelve good things start right here!

... right here with Bisquick in the bowl ... right here with all the fussy, routine part of baking already finished and the fun part ahead waiting for you.

Makes you want to get started, doesn't it? (on wheatcakes, maybe).

Well, go your happy way. Bisquick's ready to help you with any of the nice things here ... and my directions for all of them are right on your box of Bisquick.

The wheatcakes *are* nice and light ... because there's so much soft wheat flour in

### **Bisquick**

Betty Crocker  
of General Mills





company with Schlee, and then went on to Austria for a trip with Baron Rothschild, his former wife and her mother. After leaving this complicated ménage Garbo rejoined Schlee in the south of France.

A couple of weeks after returning to New York she was asked at a party how her summer had been. Looking tragic, Garbo replied, "It was awe-ful, simply awe-ful."

It has always been Garbo's burden that because of her Sphinx-like air people constantly expect that she is on the verge of saying something of vast import. The Garbo remarks of recent years that have made a lasting impression on her friends are notable less for profundity than mysteriousness. A traveling companion once found her sitting on the floor of her hotel room swathed from head to foot in blankets. Asked what she was doing, Garbo solemnly replied, "I am an unborn child." Another time she suddenly told a friend, "I had an awful row with God this morning," which was the more surprising since, despite her onetime affinity for Stokowski's mysticism, she almost never talks about religion.

Similarly politics, literature and the state of the world concern her hardly at all. Friends who have given her books have been disappointed never to discover whether she has opened them. During the Second World War she displayed her grasp of world affairs by proposing, after she had learned that Hitler was devoted to her films, that she go and try to talk him out of the awful things he was doing. "At least," she said quite seriously, "if I can't make him change his mind, I could shoot him." Later in the war her reaction to a dinner-table strategy session during the battle of Stalingrad was "Ooh, those Russian soldiers must be beautiful."

'Do you have a lover?'

FOR Garbo, who was able to express emotions on the screen with such liberated clarity, self-expression away from it often seems an agonizing process. Her conversational manner is inclined to be tentative. She often prefaces a remark with something to the effect that, "I suppose this sounds silly, coming from me," or, "You probably won't believe this, but..." Like a child who has moved into a new neighborhood, she is apt to attempt conversation with people she has just met—if she attempts it at all—by asking direct questions: "What do you do? Are you married? Do you have children?" She dismayed a fashionable New York milliner she had just met by suddenly asking, "Do you have a lover?"

The tragedy of Greta Garbo, it becomes clear, lies in the difference between what she was and the esthetic, romantic appeal she came to be and symbolize. The two entities, the woman and the legend, are at opposite poles, hopelessly irreconcilable. And yet Garbo must live with both.

The legendary Garbo, the one whose peerless image graced the screen, is the creation of imaginative people who, one of them said in a moment of disillusion, "turned a healthy peasant girl into an exotic spy." Not content to gaze upon the most fabulous face of the century, they invested its owner with mythical qualities that fascinated them and burdened her. They could not resist making up little stories about her. Garbo's intimates gossiped about her endlessly among themselves, and some of the facts and stories they related about her inevitably spread to outsiders ready to believe and pass on both facts and fancies. Thus the legend was spun and Garbo became in the minds of the imaginative millions the myth that had been fashioned by the few—a strange, hermetic goddess, a temple figure of beauty, secrecy and omniscience.

It may all have been, in the end, a great disservice, for the real Garbo has never been able to live up to the myth. She has always been what she is today—a woman with a child's charming, tragic innocence. She is shrewd, willful, instinctive, completely self-absorbed. She is secretive and she has a childlike indifference to all desires but her own. She is condemned to live in a small, cloistered world because of her reluctance or inability to accept the responsibilities of adult friendship.

Stirrings in her film 'grave'

IN the past 13 years the question of Garbo's return to motion pictures has constantly recurred and repeatedly, for one reason or another, been dropped again. Although some of the countless movie projects proposed to her have been thwarted for reasons beyond her control, not the least of the reasons for her continued inactivity has been her own inability to come to grips with the idea of again becoming a film actress. Her more or less hopeless attitude toward the subject has been revealed in her references to the ill-fated *Two-Faced Woman* as "my grave."

CONTINUED ON NEXT PAGE



"Happy Birthday, Mother!"



Autumn 1926



"But, George—  
it's not my birthday.  
It's yours."

"Sure it's my birthday, Mother. What better day for a fellow to call. Besides, it's your day, too. Remember?"

"Yes, George, I remember..."

A Long Distance call is such a thoughtful, personal way to send your greetings and your love across the miles. It's a heart-warming thing to do. And the cost is low. Isn't there someone you'd like to call right now?

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia.....	40¢
Pittsburgh to Cleveland.....	45¢
Chicago to Buffalo.....	95¢
Atlanta to Baltimore.....	\$1.05
San Francisco to Boston.....	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.

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Rub in . . . it starts bringing relief from pain of arthritis, rheumatism and chest colds in just 30 seconds!

Right before your eyes this new DEEP HEAT rub disappears into your skin! Just massage new Mentholatum Rub on the spot that's sore. Feel its DEEP HEAT start to work. See how quickly you feel a warming glow. Soon that nagging arthritic, rheumatic pain and tingle are gone!

### Extra-Deep Penetrating Power

New Mentholatum Rub's formula includes the latest discoveries for pain relief . . . plus Silitex M3 . . . a combination of ingredients that offer extra deep

penetrating power. Mentholatum Rub contains menthol and lanolin—brings wonderful comfort to swollen, burning feet. Get new Mentholatum Rub today.

### For head colds, skin ailments, use Regular Mentholatum

For a head cold, spread regular Mentholatum inside each nostril. Its medicated vapors cool and soothe irritated membranes, lessen congestion. Fine for chapped skin and lips, too.



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**PEARLS**

Look like  
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Marvel at these expensive looking, lustrously lovely, rhinestone-clasped simulated Duchess Pearls . . . with an elegant Lustre-Dip glow, exclusively our secret. Many beautiful necklaces to choose from — at your favorite store for only \$1 each, plus tax. Available in both regular and pink pearls.

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## GARBO CONTINUED

Of the hundreds of scripts she has read since the war, Garbo has shown serious interest in about half a dozen. In 1947 she agreed to play the part of the fabulous French novelist George Sand in a film to be financed by British, French and American capital. Garbo was genuinely disappointed when, primarily because of trouble over distribution, the venture failed.

For a while she was attracted by an idea of John Gunther's for a film about a foreign correspondent and a beautiful lady spy. With her encouragement and that of M-G-M production chief Dore Schary, Gunther went to work and wrote the scenario. After Garbo had read it, her only comment was, "I think it's a perfect part for Greer Garson."

In 1948 Garbo actually signed a contract for \$200,000 with independent Producer Walter Wanger and accepted \$25,000 in salary for preliminary work on a picture based on Balzac's *La Duchesse de Langeais*, a florid tale of a beautiful, worldly woman who finally takes a nun's vows and dies at 29. Garbo made screen tests, learned the script and in the summer of 1949 arrived in Rome, where the picture was to be filmed. But because of financial and other difficulties one postponement followed another, and at last the project was abandoned.

In 1952 Producer Nunnally Johnson sent her proofs of Daphne du Maurier's novel *My Cousin Rachel* and through George Cukor invited her to undertake the title role in the film version of it. After reading the novel, Garbo said she was very interested in playing the part. Optimistically Johnson went to New York to arrange the details. When he got there, Garbo had changed her mind. "I'm sorry," she told Johnson, "I can't go through with it. I don't have the courage ever to make another picture."

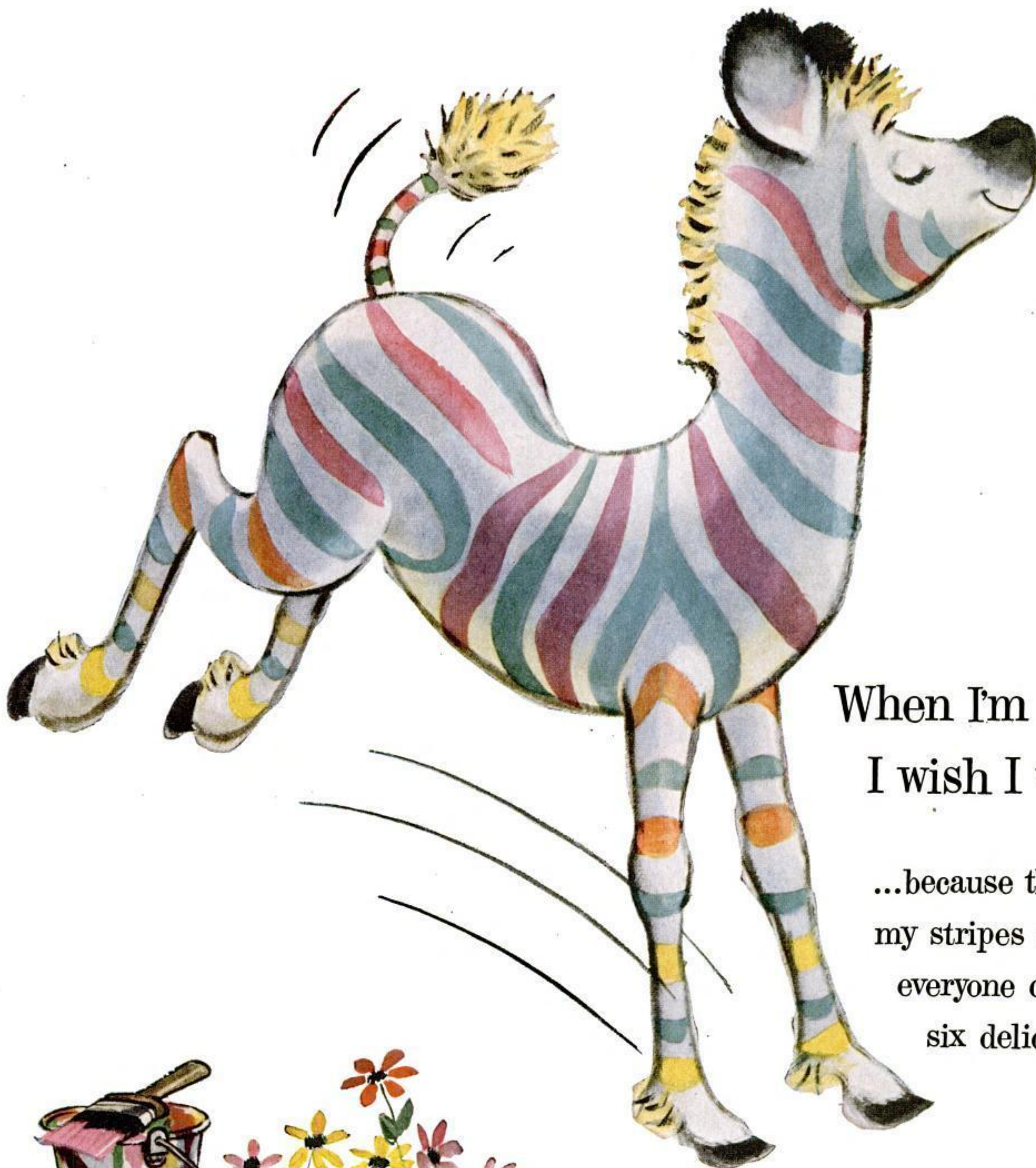
Not long ago an old and very good friend came to her and explained that he was about to undertake a television program and, having had no experience before a camera, asked if she would give him a few pointers. Garbo declined. "Oh, that is all in the past," she said wearily. "I've forgotten all that."

The script of Garbo's life would have had a different, though perhaps no happier, finale if she had been able to allow herself to be molded into the standardized Hollywood product, sharing her life with the crowd. Garbo refused to do that. She had dignity and nobility, and she had genius. Like so many great actresses, she may never have possessed a particle of intellectual power, but she had genius before the camera because she was guided by instinct to do the right thing in the right way. She was a true artist and she practiced her art, to the extent she was permitted, as she has always lived her life, with a fine indifference to the opinion of the world. "She is brave, poor Garbo," one of her oldest European friends has said. "She has the braveness to be herself."



A LONELY FORM clad in a black sealskin coat, black hat and black boots, Garbo crosses First Avenue near her New York home on a recent afternoon.





When I'm eating Jell-O  
I wish I were a zebra

...because then I could paint  
my stripes and remind  
everyone of those  
six delicious flavors



Now's the time for











**IN FLORIDA** at Surf Club Diane takes her place in the receiving line wearing white nylon net dress trimmed with rhinestones especially made for her.

**IN NEW YORK**, as the curtain raiser for general dancing at St. Regis party, Diane waltzes with stepfather, James Oakes Jr., her mother with Norwood.

**IN THE LINE** at Surf Club Diane bows to representatives of the club. Behind are some of 10 Miami Beach girls also presented at this party.



**ON THE RUN** to make rehearsal at Miami Beach, Diane, date Norwood Norfleet leave railroad station.

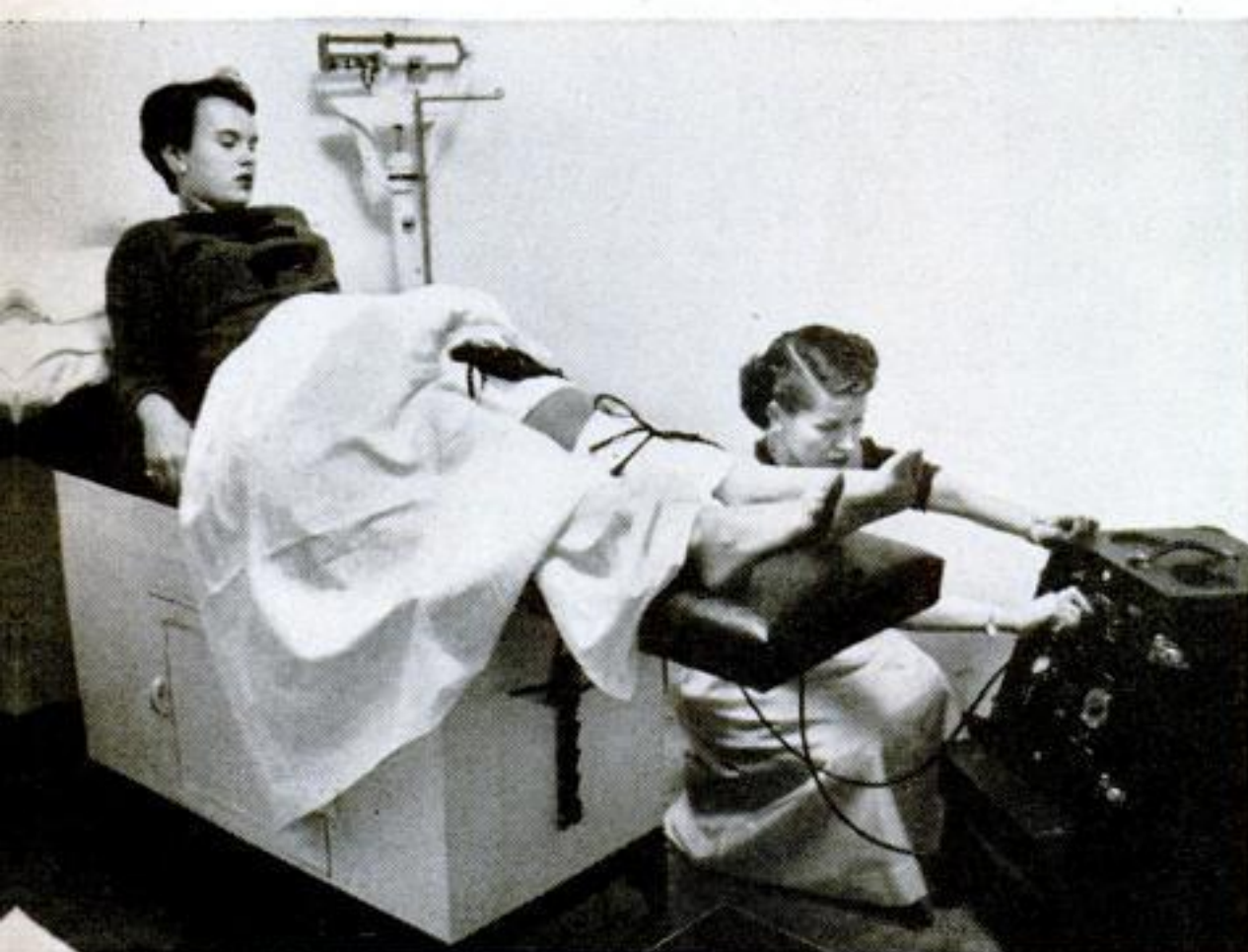
## The Debuts of Diane

### SHE GETS PRESENTED IN NORTH AND SOUTH

During her first year at Briarcliff Junior College, when other girls in her class were having their debuts, Diane Carroll Jones decided it was too much trouble to come out. This year, however, her mother prevailed and Diane made her debut not just once but half a dozen times. She came out in New York at the Debutante Cotillion with 103 other debutantes, at the Junior League Ball with 47 others, at the Grosvenor Ball with 11 others and in Miami Beach she came out with nine. She was also honored alone at dinner dances given by her grandmother in St. Louis and by her parents in New York.

Although she was presented more widely than any other debutante of the season, the pert brunette managed to avoid the inevitable glasses of imported champagne—she doesn't like the taste. Asked how she got through all these coming-outs and goings on Diane mused, "Well, I lost 12 pounds and that's lovely."





**CHARLEY HORSE** Diane suffered during rehearsal gets treatment on morning of New York dance.



**LOST SHOES** are held at St. Regis by Band Leader Emil Coleman after they were left by stag-liner.



**WARY APPROACH** brings Ogden Nield (left) in best position to cut in on Diane at 4 in the morning.

Every male guest danced with Diane at least once, but her weary feet still held out until almost 5:30.



**FATHER'S TOAST** is given by Diane's stepfather, who said, "To our daughter, Diane Carroll Jones. May she always be as happy as she is tonight." Escort

Norwood Norfleet made a neat follow-up to the toast by quickly asking the orchestra to dedicate an old song to Diane, *The Most Beautiful Girl in the World*.



# Did you ever?

By LITTLE LULU

Ever carry Kleenex Pocket Packs?

It's such an easy way  
To keep your Kleenex handy, neat  
and fresh—at work or play!



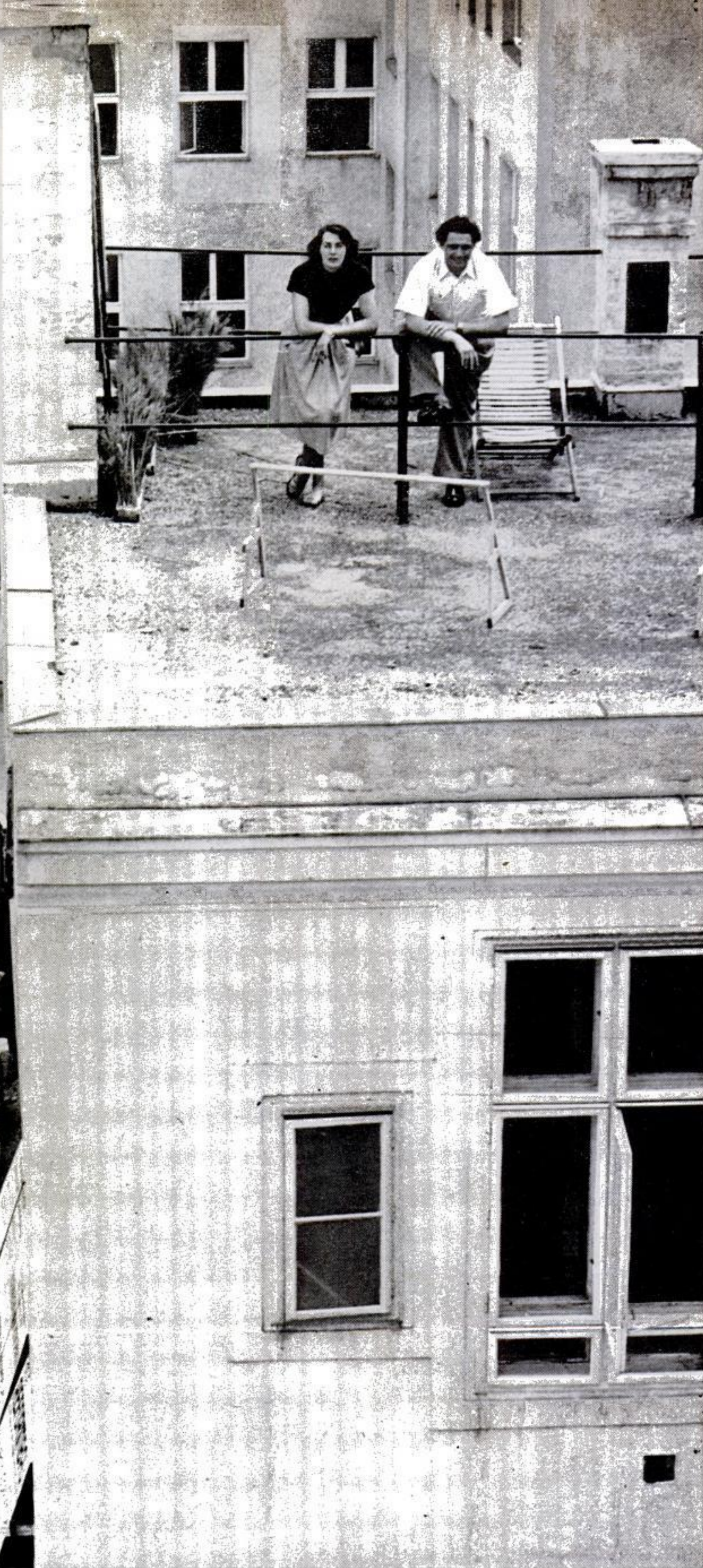
You see, each Kleenex\* Pocket Pack  
fits **purses**, too, with ease.  
You're set for every tissue use  
from make-up job to sneeze!

Be thrifty—Buy quality  
**Buy Kleenex  
Pocket Pack**



Still only 5¢





## COMPOSED AND QUARTERED

Photographers sometimes take great pains to put together composite photographs which make several pictures look like one. Yoichi Okamoto of Washington, D.C. went out of his way to make the one picture above look like four. Working in Vienna for the U.S. Information Service, Okamoto posed two artists, Martha Brunner and Fritz Itzinger, on a terrace. After a first look

in his camera's ground glass, Okamoto stood on tiptoe to bring the fence (*left center*) into line with the terrace, then moved over until the chimney (*top center*), terrace ledge and corner of the building formed a straight line. The picture, composed in neat quarters, was put in a USIS window display and drew bigger crowds to the library than any display ever had before.



*World's*  
**MOST  
FAMOUS  
TASTE  
IN  
BEER**



When you order Schlitz, you are recognized as one who enjoys the finer things in life. The man who serves you knows there is no substitute for that exquisite taste and satisfaction found only in Schlitz, a taste no other brewer has been able to duplicate.

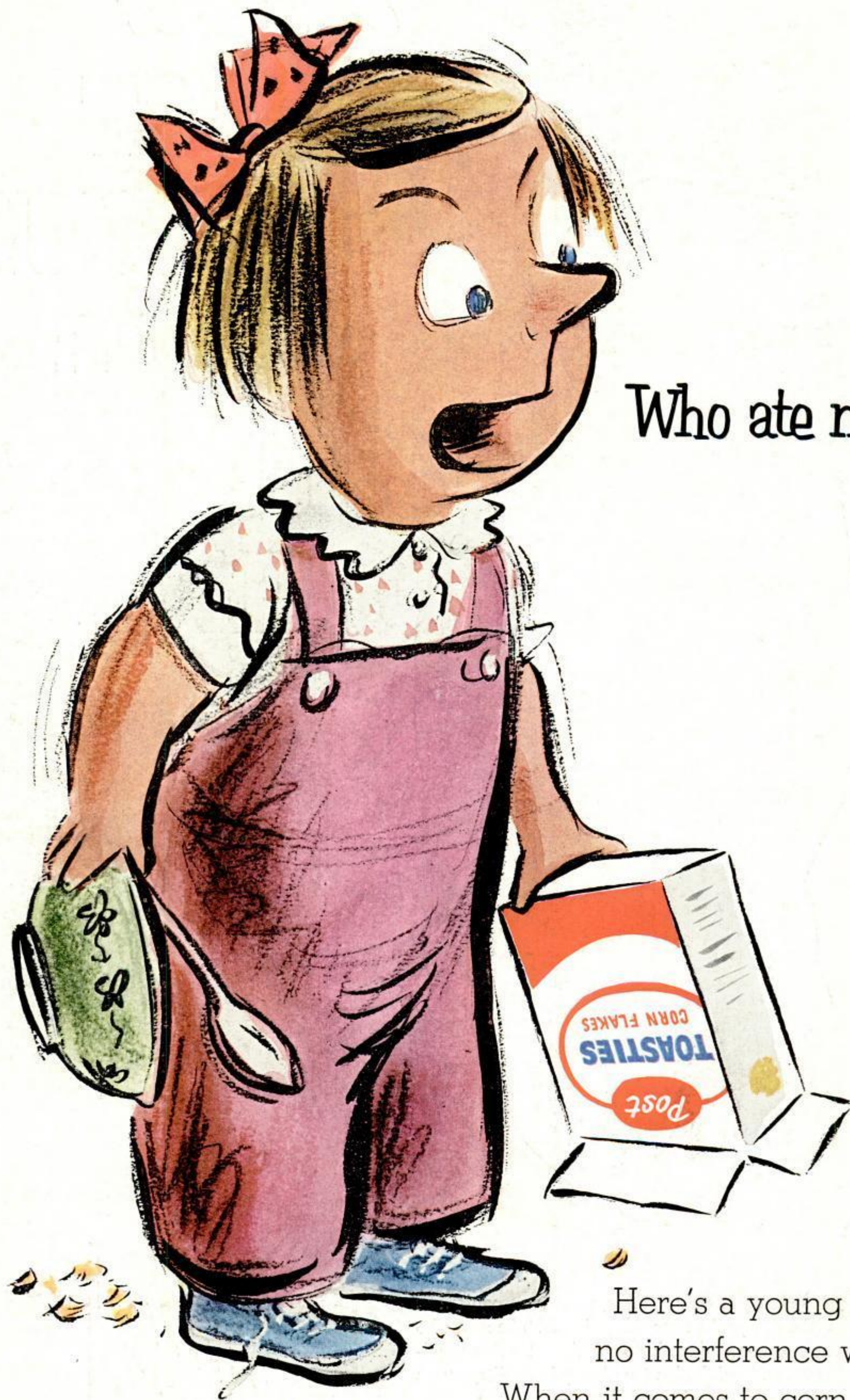
Now available in the new HALF-QUART cans (packed 24 to the case), also in the convenient 6-pack with the handy handle that makes it so easy to carry.



*If you like beer you'll love Schlitz*

**THE BEER THAT MADE MILWAUKEE FAMOUS**





Who ate my Post Toasties?

Here's a young lady who brooks  
no interference with her lawful rights.

When it comes to corn flakes, it's gotta be  
Post Toasties and nothing else but—they're so crisp,  
so golden-tasting, so sweet and special. So hurry to the store,  
Mother, and tell the man you want some more—right now!

For goodness sake—get **Post Toasties**!